

Altepose.

keeps your patient co-operative on a diet

MAJOR ADVANTAGES: 1. Overcomes excess craving for food. 2. Reduces tissue water retention. 3. Alleviates nervousness and irritability.



Prompt results from ALTEPOSE therapy will encourage your patient to remain on the diet you prescribe. ALTEPOSE works in three effective ways to help your patient reduce.

The *Propadrine*® content controls the appetite, yet causes less central nervous stimulation than amphetamine. *Delvinal*® lessens the irritability so often associated with stringent diets. *Thyroid* brings about weight loss *early* in the dietary period, through release of tissue-bound water.

Each ALTEPOSE Tablet contains 50 mg. 'Propadrine' HCl, 40 mg. thyroid and 25 mg. 'Delvinal' vinbarbital. Supplied in bottles of 100 and 1000.



Philadelphia 1, Pa.
DIVISION OF MERCK & CO., INC.

*Lift the depressed patient up to normal
without fear of overstimulation . . .*

with new

Ritalin

A HAPPY MEDIUM

IN PSYCHOMOTOR

STIMULATION



• *Boosts the spirits, relieves physical fatigue and mental depression . . . yet has no appreciable effect on blood pressure, pulse rate or appetite.*

Ritalin is a mild, safer central-nervous-system stimulant which gently improves mood, relieves psychogenic fatigue "without let-down or jitters . . ." and counteracts over-sedation caused by barbiturates, chlorpromazine, rauwolfia, and antihistamines.

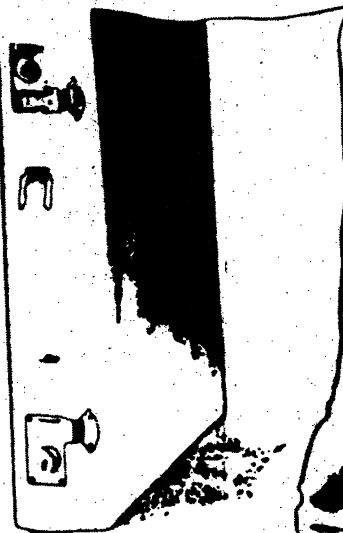
Ritalin is "a more effective and less over-reactive drug than amphetamine or its derivatives."² It does not produce the "palpitation, nervousness, jitteriness, or undue pressure in the chest area . . . so frequently mentioned by patients on [dextro-amphetamine sulfate]."³

Dosage: 5 to 20 mg. b.i.d. or t.i.d., adjusted to the individual.

RITALIN® hydrochloride
(methyl-phenylacetate
hydrochloride CIBA)

References: 1. Pocock, D. G.: Personal communication.
2. Harding, C. W.: Personal communication.
3. Hollander, W. M.: Personal communication.

Supplied: Tablets, 5 mg. (yellow) and 10 mg. (blue); bottles of 100, 500 and 1000. Tablets, 20 mg. (peach-colored); bottles of 100 and 1000.



C I B A
SUMMIT, N.J.

2/21024

New Evidence on

confirms and defines superiority over other Rauwolfia preparations in the treatment of HYPERTENSION

- Rauwiloid represents the balanced, mutually potentiated actions¹ of several Rauwolfia alkaloids, of which reserpine and the equally antihypertensive rescinnamine have been isolated.
- Hence, reserpine is not the total active antihypertensive principle of the rauwolfia plant.
- Rauwiloid is freed of the undesirable alkaloids of the whole rauwolfia root. Recent investigations confirm the desirability of Rauwiloid (because of the balanced action of its contained alkaloids) over single alkaloidal preparations; "...mental depression...was...less frequent with alseroxylon..."²

The dose-response curve of Rauwiloid is flat, and its dosage is uncomplicated and easy to prescribe...merely two 2mg. tablets at bedtime.

1. Cronheim, G., and Toekes, I.M.; Comparison of Sedative Properties of Single Alkaloids of Rauwolfia and Their Mixtures, Meet. Am. Soc. Pharmacol. & Exper. Therap., Iowa City, Iowa, Sept. 5, 1955.

2. Moyer, J.H.; Dennis, E., and Ford, R.: Drug Therapy (Rauwolfia) of Hypertension II. A Comparative Study of Different Extracts of Rauwolfia When Each Is Used Alone (Orally) for Therapy of Ambulatory Patients with Hypertension, A.M.A. Arch. Int. Med. 96:530 (Oct.) 1955.

Riker

LOS ANGELES

Rauwiloid is the original alseroxylon fraction of India-grown Rauwolfia serpentina, Benth., a Riker research development.

for
profound
vasodilation
in acute
vasospastic
disorders

ILIDAR 'ROCHE'

increases peripheral
circulation and
reduces vasospasm by
(1) adrenergic blockade,
and (2) direct vasodilation.

Provides relief
from aching, numbness,
tingling, and blanching
of the extremities.

Exceptionally
well tolerated.

ILIDAR® BRAND OF AZAPETINE

HOFFMANN-LA ROCHE INC • NUTLEY • N. J.

for
prolonged
vasodilation
in chronic
circulatory
disorders

RONIACOL 'ROCHE'

acts primarily on
the small arteries
and arterioles
to enhance
collateral circulation.

Especially useful
for long-term therapy
in older patients
whose feet are
"always cold."

RONIACOL®
BRAND OF
BETA-PYRIDYL CARBINOL

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Cremomycin®

SULFASUXIDINE® — NEOMYCIN SUSPENSION WITH PECTIN AND KAOLIN

new — for prompt diarrhea control, quick return to work

WHY CREAMOMYCIN? Combines Sulfasuxidine with neomycin for broad antibacterial action. Pectin and kaolin have soothing, adsorbent properties.



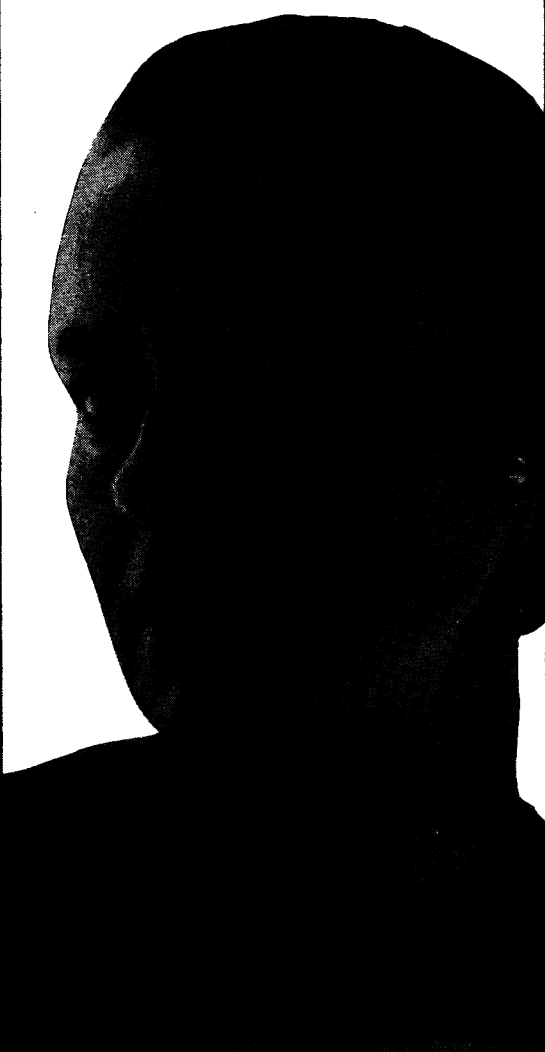
In diarrhea—whether specific or nonspecific—prompt relief is assured with CREAMOMYCIN. 'Sulfasuxidine' and neomycin have a wide range of effectiveness—their combined action is complete and prompt, and they are virtually nontoxic.

In addition to the antibacterial components, kaolin and pectin in CREAMOMYCIN provide adsorbent and detoxicant action, soothe inflamed intestinal mucosa. The fine subdivision of all ingredients in CREAMOMYCIN increases its efficacy.

Each fl. oz. (30 cc.) of CREAMOMYCIN contains 3.0 Gm. 'Sulfasuxidine,' 300 mg. neomycin sulfate, 0.3 Gm. pectin and 3.0 Gm. kaolin. Supplied in 8 oz. bottles.



DIVISION OF MERCK & CO., Inc., Philadelphia 1, Pa.



to help you relieve
the severe emotional upset
of the menopausal patient

THORAZINE*

'Thorazine' can facilitate the over-all management of your menopausal patient. Its unique, non-hypnotic tranquilizing effect relieves anxiety, tension, agitated depression and helps you to restore to the patient a feeling of well-being and a sense of belonging.

Before prescribing 'Thorazine', it is important that the physician be fully conversant with our literature, particularly those parts of it dealing with administration, dosage, side effects, cautions and contraindications.

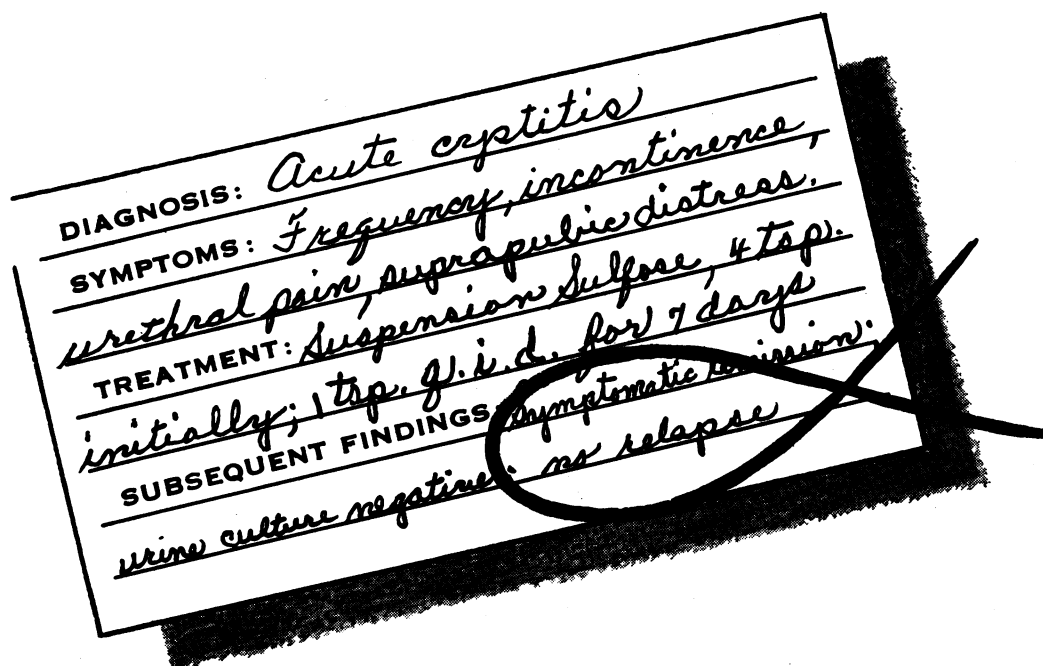
'Thorazine' is available, as the hydrochloride, in 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. tablets; 25 mg. (1 cc.) and 50 mg. (2 cc.) ampuls; and syrup (10 mg./5 cc.); and, as the base, in 25 mg. and 100 mg. suppositories.

For information write
Smith, Kline & French
Laboratories, Philadelphia 1

*T.M. Reg. U.S. Pat. Off. for
chlorpromazine, S.K.F.

In Urinary-Tract Infection . . . the *Test* of Effective Therapy

"... there were no relapses in those freed
of the initial urinary infection. . . ."¹



Post-treatment recurrence is common in urinary-tract infection.

With Suspension SULFOSE, however, Bohne and Chase¹ report no recurrence: "... no patient returned for additional treatment . . . 79% were freed of urinary infection. . . ." Infection *controlled*, relapse *prevented*—this is the test of effective therapy.

Suspension SULFOSE offers the advantages of three potentiating sulfonamides in an *alumina-gel base*. Supported by comparative studies, it is a combination for higher and more prolonged blood levels² and maximal renal safety.^{2,3}



Supplied: Suspension SULFOSE, bottles of 1 pint. Also available, Tablets SULFOSE, bottles of 100 and 1000. Each 5-cc. teaspoonful and tablet contains 0.167 Gm. each of sulfadiazine, sulfamerazine, and sulfamethazine.

1. Bohne, A.W., and Chase, W.E.: Am. J.M. Sc. March, 1956. 2. Berkowitz, D.: Antibiot. & Chemo. 3:618 (June) 1953. 3. Editorial: J.A.M.A. 159:1459 (Dec. 10) 1955.

suspension
SULFOSE®

Triple Sulfonamides (Sulfadiazine, Sulfamerazine, Sulfamethazine)

"This hat makes me look almost as young as I feel!"



Good health during life's later years is a constant delight to those who have it. To help these spirited people sustain their activities, many doctors prescribe regular dietary supplementation with GEVRAL. This special geriatric formula provides 14 vitamins, 11 minerals, and Purified Intrinsic Factor Concentrate—all in one convenient, *dry-filled* capsule.

Gevral*

Geriatric Vitamin-Mineral Supplement Lederle



dry-filled sealed capsules a Lederle exclusive, for more rapid and complete absorption!



LEDERLE LABORATORIES DIVISION AMERICAN Cyanamid COMPANY PEARL RIVER, NEW YORK

*REG. U.S. PAT. OFF.

Each GEVRAL Capsule contains:

Vitamin A.....	5000 U.S.P. Units	Choline Dihydrogen Citrate.....	100 mg.	Phosphorus (as CaHPO_4).....	110 mg.
Vitamin D.....	500 U.S.P. Units	Inositol.....	50 mg.	Boron (as $\text{Na}_2\text{B}_4\text{O}_7 \cdot 10\text{H}_2\text{O}$).....	0.1 mg.
Vitamin B ₁₂	1 mcgm.	Ascorbic Acid (C).....	50 mg.	Copper (as CuO).....	1 mg.
Thiamine Mononitrate (B ₁).....	5 mg.	Vitamin E (as tocopheryl acetates).....	10 I.U.	Fluorine (as CaF_2).....	0.1 mg.
Riboflavin (B ₂).....	5 mg.	Rutin.....	25 mg.	Manganese (as MnO_2).....	1 mg.
Niacinamide.....	15 mg.	Purified Intrinsic Factor Concentrate.....	0.5 mg.	Magnesium (as MgO).....	1 mg.
Folic Acid.....	1 mg.	Iron (as FeSO_4).....	10 mg.	Potassium (as K_2SO_4).....	5 mg.
Pyridoxine HCl (B ₆).....	0.5 mg.	Iodine (as KI).....	0.5 mg.	Zinc (as ZnO).....	0.5 mg.
Ca Pantothenate.....	5 mg.	Calcium (as CaHPO_4).....	145 mg.		

Other Lederle geriatric products include: GEVRABON* Vitamin-Mineral Supplement Liquid with a wine flavor; GEVRAL* Protein Vitamin-Mineral-Protein Supplement Powder; and GEVRINE* Vitamin-Mineral-Hormone Capsules.



if
your
patients
remember
this...
they
may need

new NEOBON's* 4 factors, plus 1 (for those over 41)

- * Gonadal Hormone Replacement
(balanced combination of ethinyl estradiol
and methyl testosterone)
 - * Hematinic Component
(iron plus 7 other hematopoietic factors)
 - * Digestant Enzyme Replacement
(helps insure adequate digestion)
 - * Nutritional Supplement
(9 important minerals, 11 essential vitamins)
- and the exclusive "plus 1" factor
- * Protein Improvement
(with lysine, essential amino acid commonly
lacking in geriatric diets)

for 5 common problems of aging

Literature? Write...



Chicago 11, Illinois

3 Neobon capsules (one daily dose) provide:

Methyl Testosterone	3.0	mg.
Ethinyl Estradiol	0.018	mg.
Glutamic Acid	90	mg.
Pancreatic Substance*	150	mg.
Liver-Stomach Substance†	300	mg.
Iron (from Ferrous Gluconate)	10.2	mg.
Folic Acid	0.5	mg.
Ascorbic Acid (Vitamin C)	150	mg.
Vitamin B ₁₂ (Oral Concentrate)	3	mcg.
Molybdenum (from Sodium Molybdate)	2	mg.
Cobalt (from Cobaltous Sulfate)	0.1	mg.
Copper (from Cupric Sulfate)	1	mg.
Vitamin A (Palmitate)	6,000	U.S.P. Units
Vitamin D (Irradiated Ergosterol)	600	U.S.P. Units
Vitamin E (as Tocopheryl Acetate)	15	I.U.
Calcium Pantothenate	15	mg.
Thiamine Mononitrate (Vitamin B ₁)	1.5	mg.

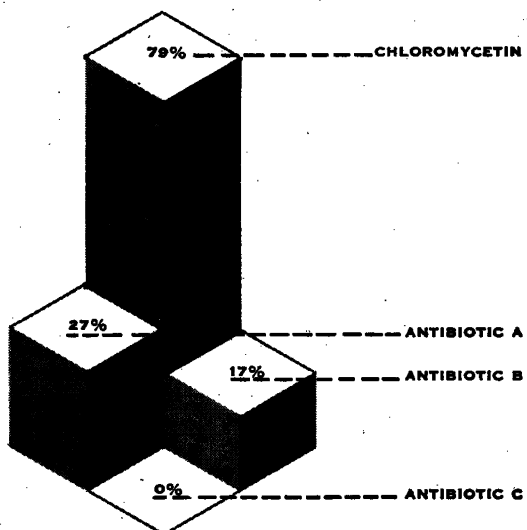
Riboflavin (Vitamin B ₂)	1.5	mg.
Pyridoxine Hydrochloride (Vitamin B ₆)	1.5	mg.
Niacinamide	150	mg.
Manganese (from Manganous Sulfate)	1	mg.
Magnesium (from Magnesium Sulfate)	6	mg.
Iodine (from Potassium Iodide)	0.15	mg.
Potassium (from Potassium Sulfate)	5	mg.
Zinc (from Zinc Sulfate)	1.2	mg.
Rutin	15	mg.
L-Lysine	150	mg.

*Enzymatically active defatted material obtained from 750 mg. of whole fresh pancreas.

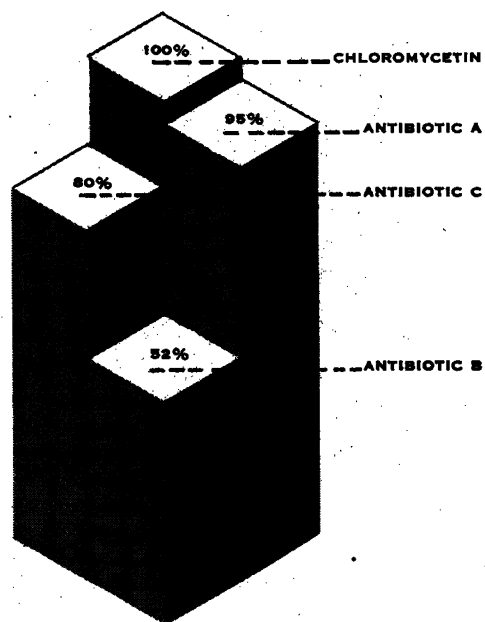
†Enzymatically active defatted material obtained from 1,500 mg. whole fresh liver and stomach.

Dosage: For optimal effect, one Neobon capsule, three times daily, with meals.

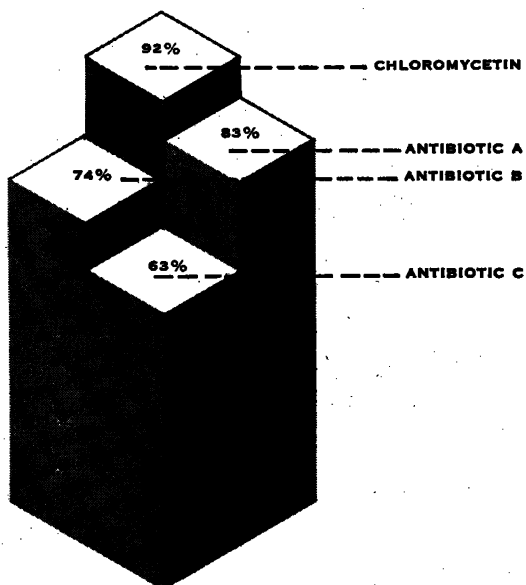
Supplied: In bottles of 60 soft, soluble capsules.



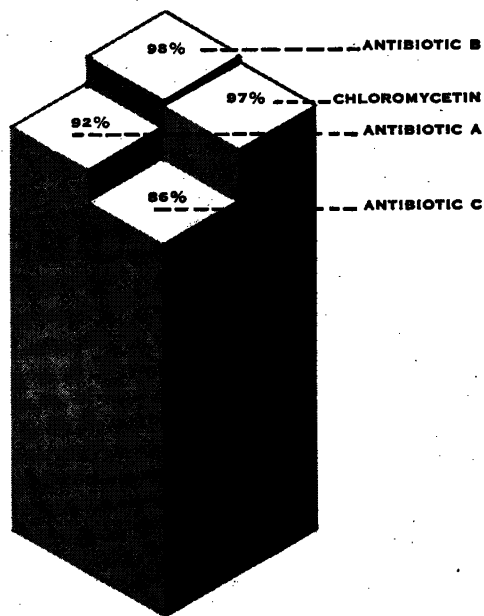
**PROTEUS GROUP
(431-506 STRAINS)**



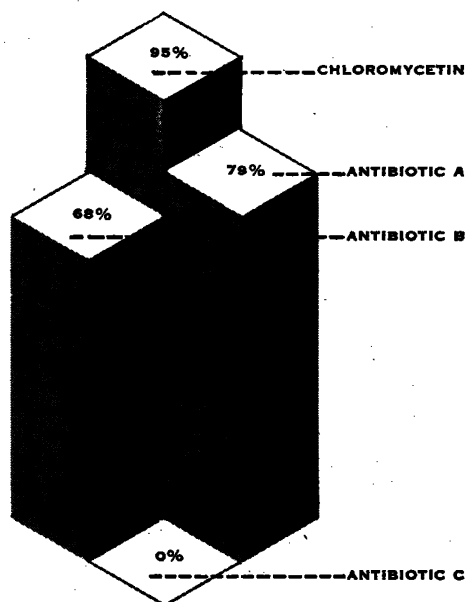
**STREPTOCOCCUS VIRIDANS
(42-58 STRAINS)**



**NONHEMOLYTIC STREPTOCOCCUS
(109-141 STRAINS)**



**HEMOLYTIC STREPTOCOCCUS
(179-197 STRAINS)**



AEROBACTER FECALIS
(14-21 STRAINS)

effective against
more strains

Chloromycetin®

for today's problem pathogens

Resistant microorganisms frequently cause poor, delayed, or no response to antibiotic therapy. Because *in vitro* sensitivity tests are valuable guides in determining the antibiotic most likely to produce optimal clinical response, it is important that such tests be employed whenever possible. Recent clinical and laboratory studies¹⁻¹² show that **CHLOROMYCETIN** (chloramphenicol, Parke-Davis) is effective against more strains of microorganisms than other commonly used antibiotics.

CHLOROMYCETIN is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or

for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

references: (1) Altemeier, W. A.; Culbertson, W. R.; Sherman, R.; Cole, W.; Elstun, W., & Fultz, C. T.: *J.A.M.A.* 157:305, 1955. (2) Weil, A. J., & Stempel, B.: *Antibiotic Med.* 1:319, 1955. (3) Jones, C. P.; Carter, B.; Thomas, W. L., & Creadick, R. N.: *Obst. & Gynec.* 5:365, 1955. (4) Austrian, R.: *New York J. Med.* 55:2475, 1955. (5) Murphy, F. D., & Waisbren, B. A., in Murphy, F. D.: *Medical Emergencies: Diagnosis and Treatment*, ed. 5, Philadelphia, F. A. Davis Company, 1955, p. 557. (6) Felshin, G.: *J. Am. M. Women's A.* 10:51, 1955. (7) Kass, E. H.: *Am. J. Med.* 18:764, 1955. (8) Tebrock, H. E., & Young, W. N.: *New York J. Med.* 55:1159, 1955. (9) Stein, M. H., & Gechman, E.: *New England J. Med.* 252:906, 1955. (10) Branch, A.; Starkey, D. H.; Rodgers, K. C., & Power, E. E., in Welch, H., & Marti-Ibáñez, F.: *Antibiotics Annual, 1954-1955*, New York, Medical Encyclopedia, Inc., 1955, p. 1125. (11) Munroe, D. S., & Cockcroft, W. H.: *Canad. M. A. J.* 72:586, 1955. (12) Norris, J. C.: *M. Times* 83:253, 1955.

*This graph is adapted from Altemeier, Culbertson, Sherman, Cole, Elstun, & Fultz.¹ It represents the second and concluding part of data presented in a previous issue.



PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

Conservative therapy in hypertension can be made more effective



IN MANY OF YOUR HYPERTENSIVE PATIENTS, conservative treatment with reserpine can be made more effective by placing the patient on safe combination therapy.

EFFECTIVE. When combined with reserpine, the blood pressure lowering effects of protoveratrines A and B can be achieved with smaller dosage, and with marked decrease in annoying side actions.

SAFE. Veralba/R is many physicians' choice of combination therapy. It can be used routinely without causing postural hypotension or impairing the blood supply to the heart, brain and other vital organs. Dosage is simple.



ACCURATE. Veralba/R potency is precisely defined by chemical assay. All active ingredients are in purified, crystalline form.

Each Veralba/R tablet contains 0.4 mg. of protoveratrines and 0.08 mg. of reserpine. Bottles of 100 and 1000 scored tablets.

*Trademark

PITMAN-MOORE COMPANY, *Division of Allied Laboratories, Inc., Indianapolis 6, Indiana*

Erythromycin in treatment of pyoderma

8/12/55

DISCHARGE SUMMARY

Patient, white female, age 39, entered hospital with a diagnosis of lymphoma, proved to be lymphosarcoma by biopsy.

Initially she was treated by X-ray radiation, adrenal cortical hormone and an antinauseant. During this regimen she developed a generalized rash which became infected. This was a drug reaction with infection due either to (1) scratching or (2) a low WBC count due to radiation. A number of boil-like lesions appeared over the body.

On 8/4 penicillin was started in a dosage of 600,000 units daily. Penicillin was continued for six days during which time the pyoderma became worse.

Aspirated material from the lesions yielded hem. *S. aureus*, coag. + and the following sensitivities were obtained: penicillin, more than 10 units; erythromycin, 10 mcg.; tetracycline, 50 mcg. When these results became available penicillin was discontinued.

On 8/9, erythromycin was started in a dosage of 200 mgm. q.i.d. Marked improvement was noted very soon and by 8/12 almost complete healing of all lesions had occurred. Patient was afebrile throughout.

Final Diagnosis: (1) lymphosarcoma (2) secondary pyoderma due to hemolytic *Staphylococcus aureus*.

Result: complete healing of secondary pyoderma with erythromycin.

*specific against
coccic infections*

Now, you can prescribe an antibiotic (*Filmtab* ERYTHROCIN) that provides *specific therapy* against staph-, strep- or pneumococci. Since these organisms cause most bacterial respiratory infections (and since they are the very organisms most sensitive to ERYTHROCIN) doesn't it make good sense to prescribe ERYTHROCIN when the infection is coccic?



Erythrocin[®]
(Erythromycin, Abbott)
STEARATE

*with little risk of
serious side effects*

Since ERYTHROCIN is inactive against gram-negative organisms, it is less likely to alter intestinal flora—with an accompanying low incidence of side effects. Also, your patients seldom get the allergic reactions sometimes seen with penicillin. Or loss of accessory vitamins during ERYTHROCIN therapy. *Filmtab* ERYTHROCIN (100 and 250 mg.), bottles of 25 and 100. **Abbott**



Erythrocin[®]
(Erythromycin, Abbott)
STEARATE

©Filmtab—Film sealed tablets; patent applied for.



Re-activate the arthritic

Sterane

MOST POTENT
ANTI-RHEUMATIC *

Even where hydrocortisone, cortisone, and other agents had failed, prednisolone (STERANE) restored articular mobility and functional capacity to normal in rheumatoid arthritis.¹

Four times more effective than hydrocortisone, and, on the basis of preliminary findings,^{2,3} superior in potency even to prednisone (cortisone analog), STERANE is also relatively free of such hormonal side effects as edema, hypertension, or hypopotassemia.

Supplied: White, 5 mg. oral tablets, in bottles of 20 and 100. Pink, 1 mg. oral tablets, in bottles of 100. Both are deep-scored and in the distinctive "easy-to-break" size and Pfizer oval shape.

References: 1. Bunim, J. J., et al.: J.A.M.A. 157:311, 1955. 2. Forsham, P. H., et al.: Paper presented at First Internat. Conf. on Prednisone and Prednisolone, New York, May 31-June 1, 1955. 3. Perlman, P. L., and Tolksdorf, S.: Scientific Exhibit presented at A.M.A. Annual Meet., Atlantic City, June 6-11, 1955.

PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. Brooklyn 6, New York

*brand of prednisolone

For the Difficult-to-Control Hypertensive

Effective . . . Safe . . . Easy-to-Prescribe Therapy

Rauwiloid® + Veriloid®

IN MODERATE TO SEVERE HYPERTENSION

Each slow-dissolving tablet contains 1mg. Rauwiloid (alseroxylon) and 3mg. Veriloid (alkavervir)...permits lower, better-tolerated doses of Veriloid to exert full effect. Initial dose, one tablet, t.i.d., p.c.

Rauwiloid® + Hexamethonium

IN SEVERE, OTHERWISE INTRACTABLE HYPERTENSION

Provides smoother, less erratic response to oral hexamethonium and permits greatly reduced dosage of the latter drug (up to 50% less). Each tablet contains 1mg. Rauwiloid and 250mg. hexamethonium chloride dihydrate. Initial dose, ½ tablet q.i.d.

Riker

LOS ANGELES



In allergy

comfortable
and alert*

*⁶⁶ "Only a small percentage had drowsiness..."¹

R_x **Neohetramine**
BRAND OF THONZYLAMINE HYDROCHLORIDE

Clinical experience^{1,3-5} has shown that Neohetramine surpasses expectations for an antihistamine preparation because:

- ... it is *well tolerated*⁶
- ... *sedation is slight, infrequent*^{1,2}
- ... it is *effective* for hay fever, allergic rhinitis and dermatitis and dermatitis urticaria, angioneurotic edema, serum sickness and other allergies responsive to antihistaminic treatment.

Supplied

Tablets—25, 50, and 100 mg.

Syrup—25 mg. per teaspoonful

Cream—2%

1. Crip, L. H., and Aaron, T.: J. Pediat. 34:414, 1949.
2. New and Nonofficial Remedies, Philadelphia, J. B. Lippincott Company, 1954, p. 15.
3. Schwartz, E.: Ann. Allergy 7:770, 1949.
4. Basic Drugs, U. S. Public Health Service Hospitals and Clinics, Federal Security Agency, P.H.S. 1953, p. 99.
5. Feinberg, A. R.: Postgrad. Med. 13:266, 1953.
6. Friedlaender, S., and Friedlaender, A. S.: J. Lab. & Clin. Med. 33:863, 1948.

NEPERA

NEPERA CHEMICAL CO., INC.
Pharmaceutical Manufacturers
Nepera Park, Yonkers 2, N. Y.

N-2616-M

Upjohn

Cortef* for inflammation, neomycin for infection:

Each cc. contains:

Hydrocortisone acetate.....15 mg. (1.5%)

Neomycin sulfate..... 5 mg.
(equiv. to 3.5 mg. neomycin base)

Preserved with myristyl-gamma-
picolinium chloride 1:5000

Supplied:

Bottles of 2.5 cc. and 5 cc. with dropper.

Application:

Useful both in the eye and the
external ear canal.

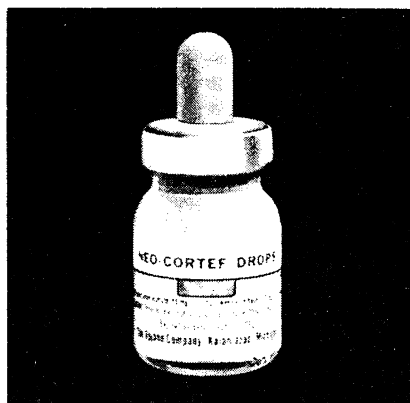
*REGISTERED TRADEMARK FOR THE UPJOHN BRAND OF
HYDROCORTISONE (COMPOUND F)

**REGISTERED TRADEMARK FOR THE UPJOHN BRAND OF
HYDROCORTISONE WITH NEOMYCIN SULFATE

The Upjohn Company, Kalamazoo, Michigan

Neo-Cortef** *drops*

STERILE SUSPENSION





Relaxed but awake

In emotional and nervous disorders, Mebaral exerts its calming influence without excessive hypnotic action. Mebaral is also a reliable anticonvulsant.

INDICATIONS:

Because of its high degree of sedative effectiveness, Mebaral finds a great field of usefulness in the regulation of agitated, depressed or anxiety states, as well as in convulsive disturbances. Specific disorders in which the calming influence of Mebaral is indicated include neuroses, mild psychoses, nervous symptoms of the menopause, hypertension, hyperthyroidism and epilepsy.

for sedation
Mebaral[®]
Tasteless TABLETS

Sedative:
32 mg. (½ grain) and
new 50 mg. (¾ grain)

Antiepileptic:
0.1 Gm. (1½ grains)
and 0.2 Gm. (3 grains)

WINTHROP LABORATORIES New York 18, N.Y., Windsor, Ont.

Mebaral, trademark reg. U. S. & Canada, brand of mephobarbital

just a few drops.....

Diatussin lessens the frequency and severity of cough. Non-narcotic *Diatussin* avoids central depression and gastrointestinal upset.

and kids surrender...

Rebellious youngsters just naturally give in to easy-to-take *Diatussin*—a few drops directly on the tongue or in milk, cereal or dessert.

drop-dosage

DIATUSSIN®

non-narcotic cough control

Bischoff
DIVISION

Dosage: Children under 5 years...2 to 4 drops, 3 or 4 times daily. Over 5 years...5 drops, 3 or 4 times daily. Severe cases...2 drops every 2 or 3 hours. Adults...up to 7 drops, 3 or 4 times daily.

Formula: Extracts of Thyme and Drosera in an alcoholic menstruum. (Alcohol content 22%)

Supplied: in 6-cc. bottles with dropper.

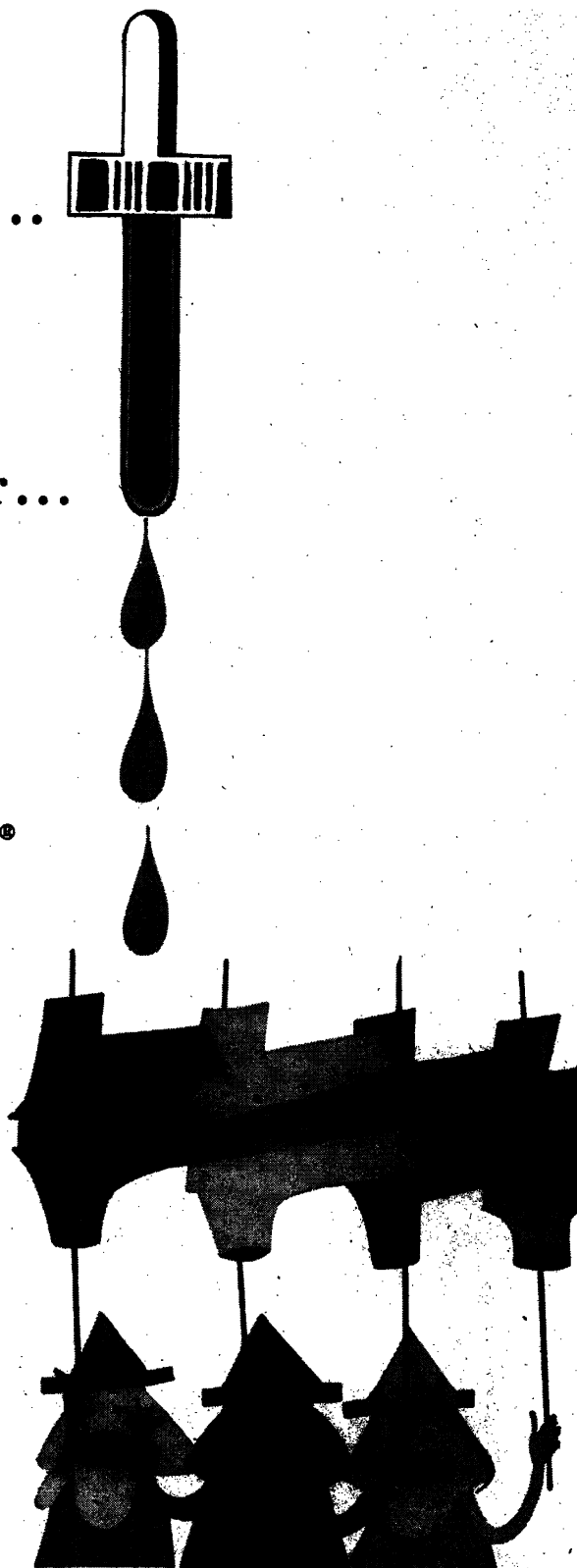
Also available:

Diatussin Syrup contains in each teaspoonful 2 drops of the extract in an aqueous syrup vehicle — alcohol content 5%.



AMES COMPANY, INC.
ELKHART, INDIANA

00000



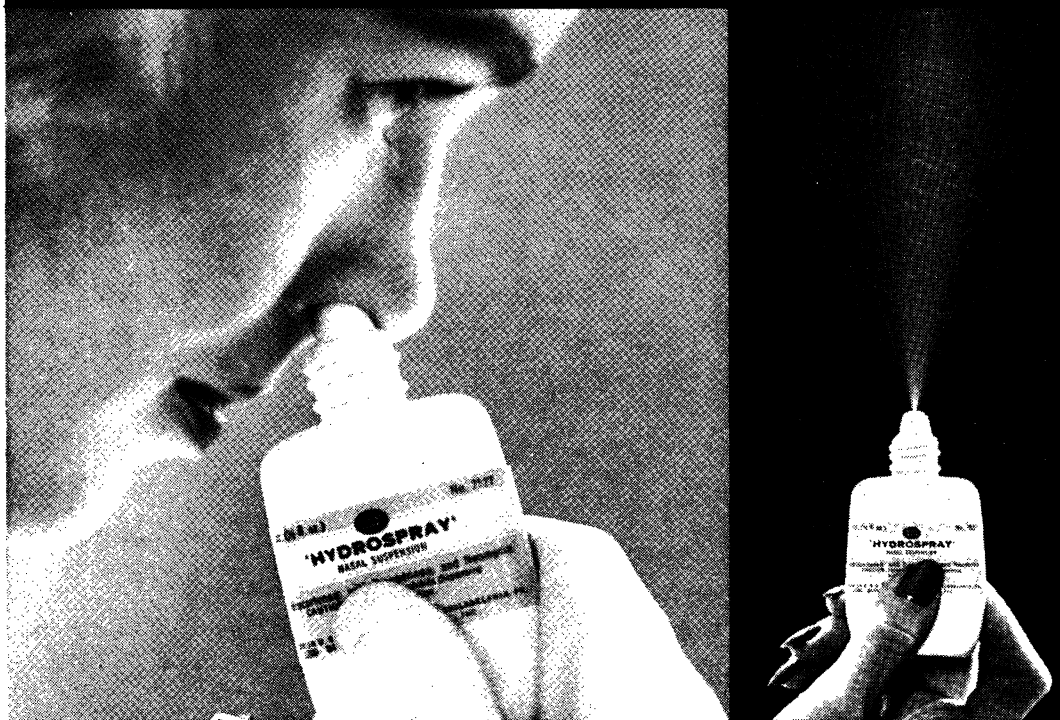
'Hydrospray'

(HYDROCORTONE® WITH PROPADRINE® AND NEOMYCIN)

NASAL
SUSPENSION

*Anti-inflammatory—
Decongestant—Antibacterial*

MAJOR ADVANTAGES: New synergistic anti-inflammatory, decongestant and antibacterial formula. High steroid content assures effective response.



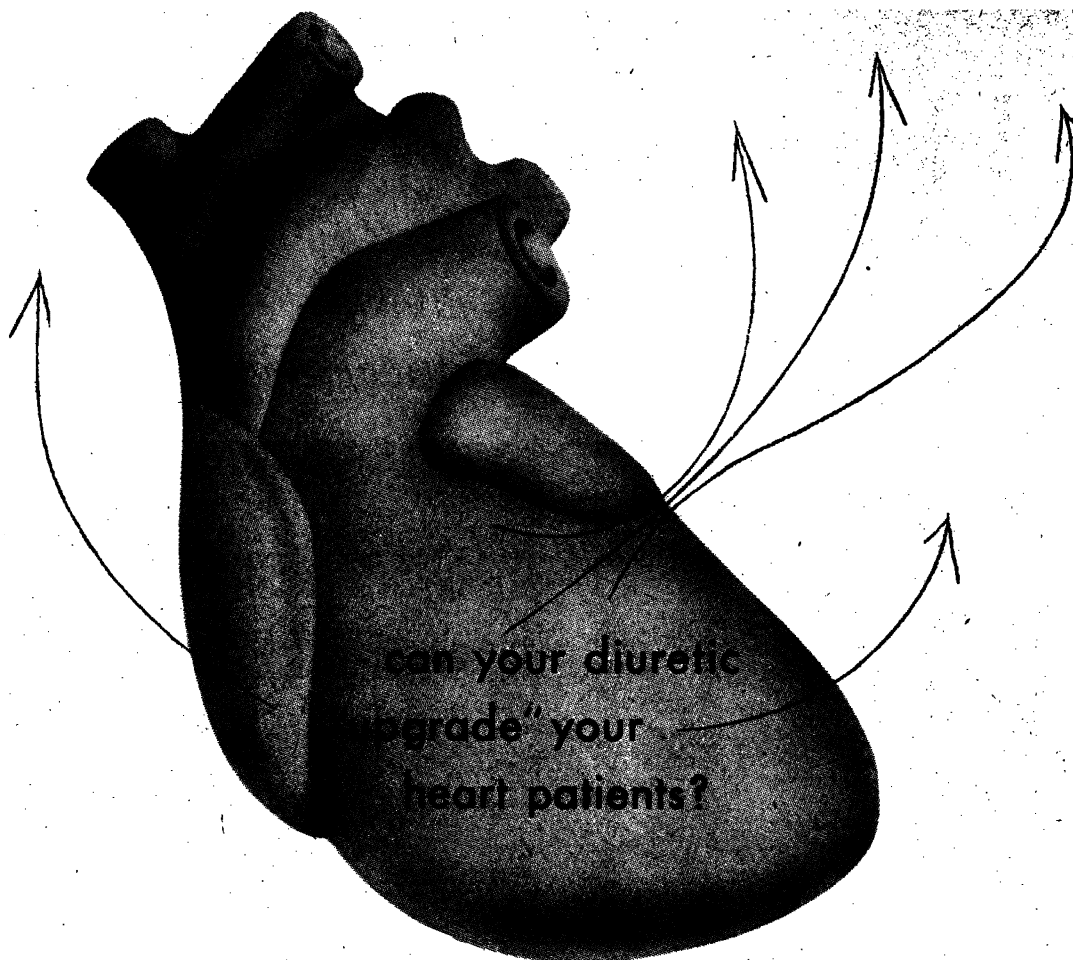
Topically applied hydrocortisone¹ in therapeutic concentrations has been shown to afford a significant degree of subjective and objective improvement in a high percentage of patients suffering from various types of rhinitis. HYDROSPRAY provides HYDROCORTONE in a concentration of 0.1 % plus a safe but potent decongestant, PROPADRINE, and a wide-spectrum antibiotic, Neomycin, with low sensitization potential. This combination provides a three-fold attack on the physiologic and pathologic manifestations of nasal allergies which results in a degree of relief that is often greater and achieved faster than when any one of these agents is employed alone. **INDICATIONS:** Acute and chronic rhinitis, vasomotor rhinitis, perennial rhinitis and polypsis.

SUPPLIED: In squeezable plastic spray bottles containing 15 cc. HYDROSPRAY, each cc. supplying 1 mg. of HYDROCORTONE, 15 mg. of PROPADRINE Hydrochloride and 5 mg. of Neomycin Sulfate (equivalent to 8.5 mg. of neomycin base).



Philadelphia 1, Pa.
DIVISION OF MERCK & CO., INC.

REFERENCE: 1. Silcox, L. E., *A.M.A. Arch. Otolaryng.* 60:431, Oct. 1954.



know your diuretic

fewer restrictions of activity are the benefit of prolonged use of those diuretics effective over the entire range of cardiac failure. The organomercurials—parenteral and oral—improve the classification and prognosis of your decompensated patients. Diuretics of value only in milder grades of failure, or which must be given intermittently because of refractoriness or side effects, are incapable of “upgrading” the cardiac patient.

TABLET

NEOHYDRIN®

BRAND OF CHLORMERODRIN

(18.3 MG. OF 3-CHLOROMERCURI-2-METHOXY-PROPYLUREA IN EACH TABLET)

for “...a new picture of the patient in congestive heart failure.”*
replaces injections in 80% to 90% of patients

*Leff, W., and Nussbaum, H. E.: J. M. Soc. New Jersey 50:149, 1953.

a standard for initial control of severe failure

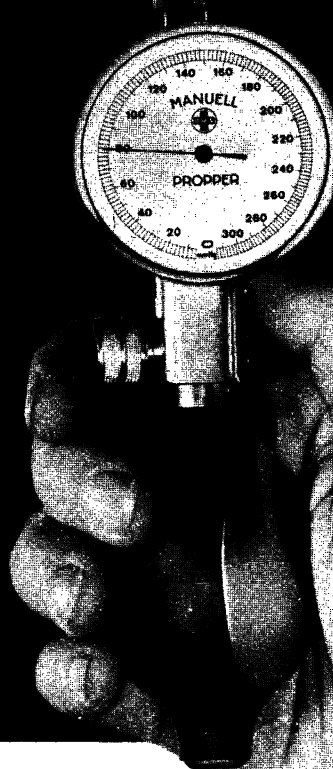
*L*eadership in diuretic research
Lakeside LABORATORIES, INC., MILWAUKEE 1, WISCONSIN

MERCUHYDRIN® SODIUM
BRAND OF MERALLURIDE INJECTION

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FREE
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*really different
only one of its kind
no other sphyg
like this
dial attached
to bulb*



Here's the advance-designed Sphygmomanometer "MANUELL"*

No sphyg you ever owned was so easy to use . . . the manometer is attached directly to the inflation bulb . . . the manometer dial is in your hand!

Try the Propper Manuell sphyg—the first and only sphyg with *advanced engineering*—see for yourself what this new and greater convenience means to the busy practitioner. 85% of the doctors who try this instrument for one week decide to buy it. Try this sphyg in your own office for 14 days FREE!

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the dial is in your hand
safer . . . protected from accident

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the dial is in your hand
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prevents patient's self-
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the dial is in your hand
no hooking or hanging,
no bulky box on the table

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the dial is in your hand
easier to adjust and coordinate
thumb valve control with
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Send the Propper Manuell Sphygmomanometer for 14 days free trial.

At the end of 14 days I will return the instrument to you or will pay my regular dealer \$43.00 for the snap-on cuff model, or \$41.00 for the wrap-around cuff model.

☐ Right-hand model
☐ Left-hand model

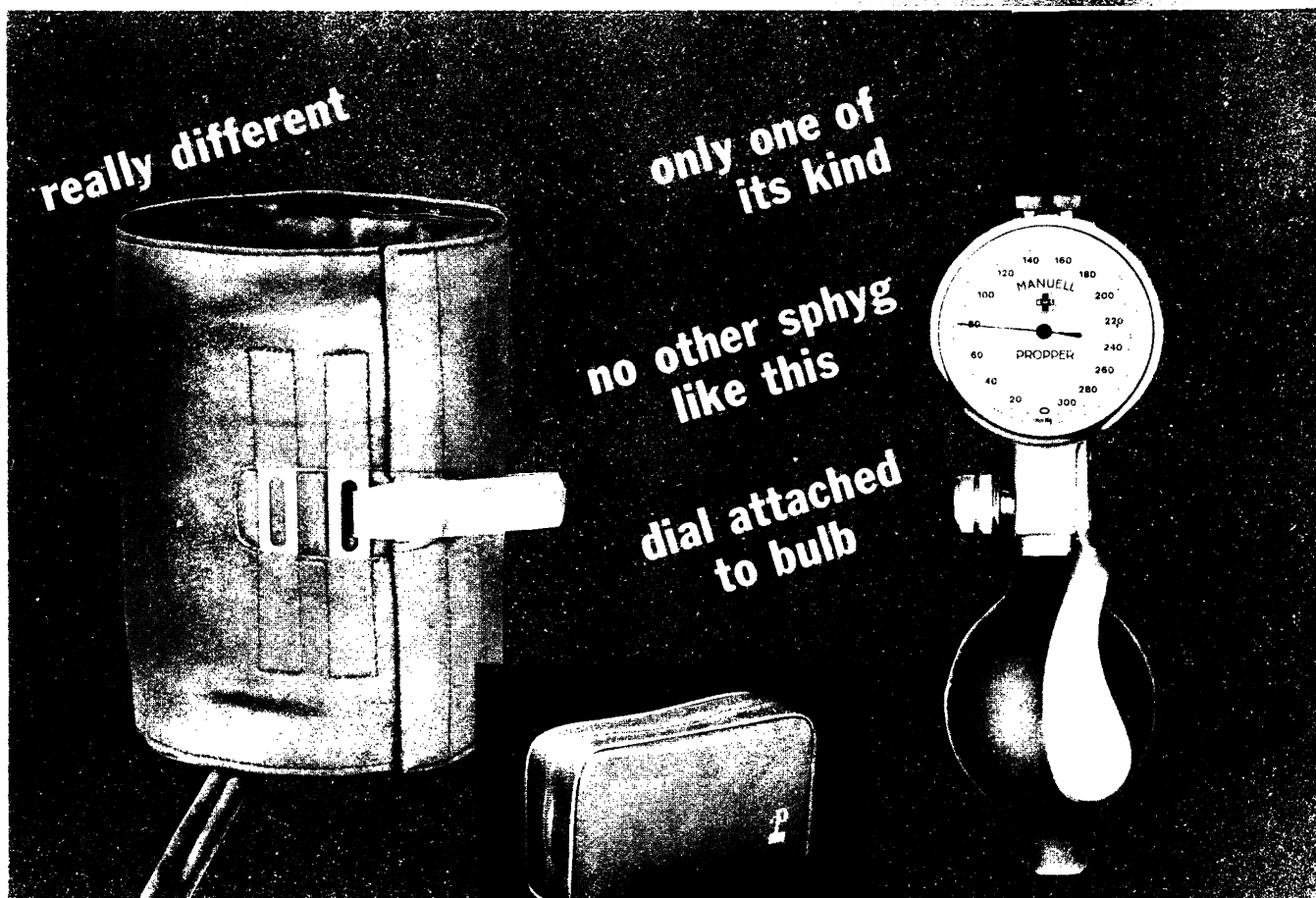
☐ Snap-on cuff model
☐ Wrap-around cuff model

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CITY _____ ZONE _____ STATE _____

My usual supply dealer _____



Improved snap-on or wrap-around cuff

Genuine leather carrying case.

Manometer attached to inflation bulb

PROPPER MANUELL* Sphygmomanometer

Specialists and G.P.'s prefer Manuell . . . Clinicians with several examining rooms have a nurse or assistant prepare patients with cuffs . . . the physician walks in, plugs in the manometer and takes his reading with no loss of time.

Pediatricians and psychiatrists have less trouble with wiggling, squirming or nervous patients—no hook-

ing or hanging the manometer, the dial is in the physician's hand.

Anesthesiologists are able to keep the patient's condition under constant observation easier.

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Left-handed models available!

*T.M. Reg.

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Manuell is **ECONOMICAL, DEPENDABLE and GUARANTEED** 10-year warranty

Economical

Reasonable in original cost, low in upkeep. Repair parts and factory service, if ever needed, are available by return mail direct from Propper Manufacturing Co. or your regular supply dealer.

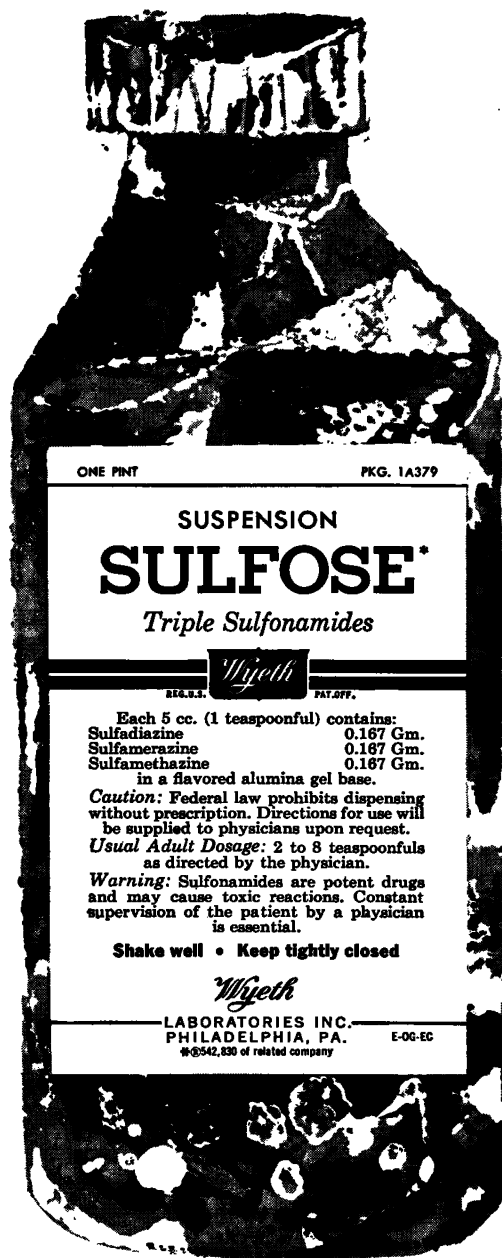
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10-year Certificate of Warranty packed with each instrument. Propper, manufacturers of many hospital and laboratory instruments and supplies, stands behind Manuell—every Manuell is pre-tested, numbered, recorded, guaranteed!

modern
sulfonamide
therapy

Sulfose[®]

Meth-Dia-Mer Sulfonamides



It is significant that sulfonamide therapy has gained new recognition by the medical profession. With improved, effective, relatively non-toxic sulfonamides the physician can control a great variety of upper respiratory, gastrointestinal, and urinary tract infections. SULFOSE is particularly notable for the sustained and high sulfonamide blood levels it produces, and its relative freedom from untoward side reactions. A special base and flavoring give this suspension excellent stability and a pleasant taste. *Bottles of one pint.*

Each teaspoonful (5 cc.) contains:

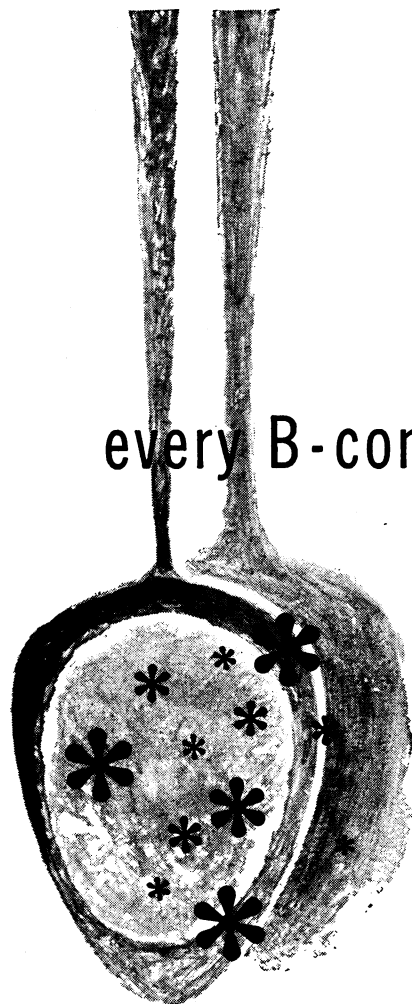
sulfadiazine 167 mg.

sulfamerazine 167 mg. The Triple Sulfas

sulfamethazine 167 mg.

Also available as Tablets SULFOSE in bottles of 100 and 1,000.





every B-complex factor

plus good taste

LEDERPLEX[†]

Vitamin B Complex *Liquid* LEDERLE

Each teaspoonful (4 cc.) contains:

- Thiamine HCl (B₁) 2 mg.
- Riboflavin (B₂) 2 mg.
- Niacinamide 10 mg.
- Folic Acid 0.2 mg.
- Pyridoxine HCl (B₆) 0.2 mg.
- Pantothenic Acid 2 mg.
- Choline 20 mg.
- Inositol 10 mg.
- Soluble Liver Fraction 470 mg.
- Vitamin B₁₂ 5 mcgm.

Provides the necessary *good taste* "plus" to a complete B complex formula with B₁₂ and Folic Acid.

A flavor that does not "wear thin" or go "flat" over the prolonged dose regimen necessary with vitamin supplementation.

LEDERPLEX is also available in Capsule, Tablet and Parenteral forms.



LEDERLE LABORATORIES DIVISION AMERICAN *Cyanamid* COMPANY PEARL RIVER, NEW YORK

[†]REG. U.S. PAT. OFF.



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Every month, from coast-to-coast and in other lands, many hundreds of doctors are buying Dallons Ultrasonic apparatus. They have carefully compared the relative merits and have chosen the Medi-Sonar because of its various exclusive advantages. Every model is fully licensed, F.C.C. type-approved and C.S.A.-U/L approved. For descriptive professional literature, case histories and other pertinent information — and name of your nearest dealer — write to

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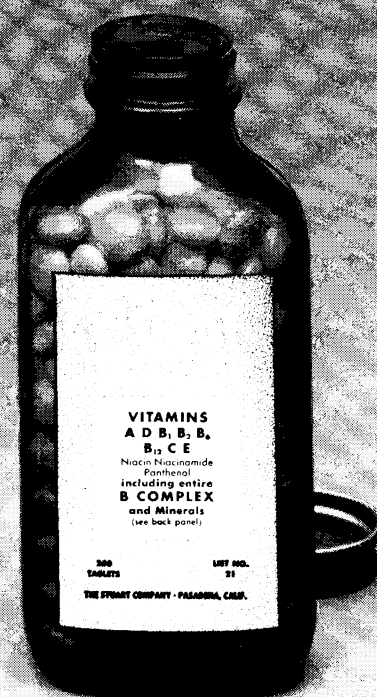
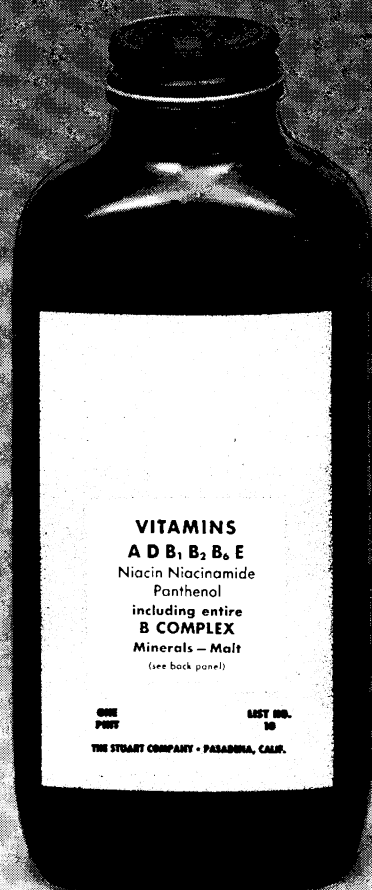
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DL-37

The multivitamin product your patients can afford to keep on taking

*Constantly improved . . .
to meet latest standards*

A balanced
multivitamin
formula
including
natural B Complex
factors and minerals



Available in pleasant tasting liquid or small white tablets
Liquid: pints . . . Tablets: bottles of 100 and 250

One tablespoonful (½ oz.), suggested daily dose, contains: 10,000 USP Units A, 1,000 USP Units D, 4 mg. B₁, 4 mg. B₂, 0.2 mg. B₆, 30 mg. Niacin and Niacinamide, 4.3 mg. Panthenol, 0.2 mg. E, 15 mg. Iron, 0.15 mg. Iodine, 1 mg. Manganese.

Two tablets, suggested daily dose, contain: 10,000 USP Units A, 1,000 USP Units D, 100 mg. C, 5 mg. B₁, 5 mg. B₂, 0.2 mg. B₆, 1 mcg. B₁₂, 30 mg. Niacin and Niacinamide, 4.3 mg. Panthenol, 0.2 mg. E, 15 mg. Iron, 0.15 mg. Iodine, 200 mg. Calcium, 0.2 mg. Cobalt, 0.75 mg. Copper, 5 mg. Magnesium, 5 mg. Potassium, 1 mg. Manganese, 0.3 mg. Zinc.

fast relief

Rx Information

Bentyl

Bentyl affords direct (musculotropic) and indirect (neurotropic) spasmolytic action. Bentyl provides complete and comfortable relief in smooth muscle spasm; particularly in functional G.I. disorders, in irritable colon, pylorospasm, biliary tract dysfunction and spastic constipation.

Composition:

Each capsule or teaspoonful (5 cc.) contains 10 mg. of Bentyl (dicyclomine hydrochloride).

Bentyl with Phenobarbital adds 15 mg. of phenobarbital to the preceding formula.

Bentyl Repeat Action with Phenobarbital Tablets contain 10 mg. of Bentyl and 15 mg. of phenobarbital in the outer coating, and 10 mg. of Bentyl in the enteric-coated core.

Dosage:

Adults—2 capsules or 2 teaspoonfuls of syrup, t.i.d. before or after meals. If necessary repeat at bedtime.

Bentyl Repeat Action with Phenobarbital Tablets—1 or 2 tablets at bedtime, or every eight hours as needed.

In Infant Colic— $\frac{1}{2}$ to 1 teaspoonful, ten to fifteen minutes before each feeding.

Supplied:

Bentyl—In bottles of 100 and 500 blue capsules, and as Bentyl Syrup.

Bentyl with Phenobarbital—In bottles of 100 and 500 blue-and-white capsules, and Bentyl Syrup.

Bentyl Repeat Action with Phenobarbital Tablets—bottles of 100 and 500.

THE WM. S. MERRELL COMPANY
New York • CINCINNATI • St. Thomas, Ontario



*Another exclusive product of
original Merrell research.*



3 new multiple steroids

Combined steroids, used as replacements, have proved to be therapeutically effective in the following conditions when due to a deficiency of these hormones:

AMENORRHEA

FUNCTIONAL UTERINE BLEEDING

THREATENED ABORTION

PROGEX	per cc.	{	PROGESTERONE, U. S. P.	25. mg.
		{	ESTROGENIC SUBSTANCE	2.5 mg.
TEROGEN	per cc.	{	TESTOSTERONE (Cryst.).	25. mg.
		{	ESTROGENIC SUBST. (Natural)	2. mg.
TRIGEX	per cc.	{	TESTOSTERONE	25. mg.
		{	PROGESTERONE	25. mg.
		{	ESTRONE	2. mg.

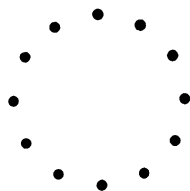
Each combination is an aqueous macrosuspension, having sodium carboxymethylcellulose and polysorbate 80 as suspending agents.

10 cc MULTIPLE DOSE VIALS



PASADENA RESEARCH LABORATORIES, INC.
2107 E. Villa St., Pasadena 8, Calif.

PR-15



**In 30 minutes—
antibacterial
action begins**

**In 24 hours—
turbid urine
usually clear**

*"...it appears that Furadantin is
one of the most effective single agents
available at this time."**

Furadantin[®]

BRAND OF NITROFURANTOIN

**IN
URINARY
TRACT
INFECTIONS**

- specific affinity for the urinary tract produces high antibacterial concentrations in urine in minutes—continuing for hours
- hundreds of thousands of patients treated safely and effectively
- rapidly effective against a wide range of gram-positive and gram-negative bacteria, including many strains of *Proteus* and *Pseudomonas* species and organisms resistant to other agents
- excellent tolerance—no reports of injury to kidneys, liver and blood-forming organs
- no cases of monilial superinfection ever reported

SUPPLIED: Tablets, 50 and 100 mg. in bottles of 25 and 100.
Oral Suspension, 5 mg. per cc. bottle of 118 cc.

*Breakey, R. S.; Holt, S. H., and Siegel, D.:
J. Michigan M. Soc. 54: 805, 1955.

EATON LABORATORIES, Norwich, N. Y.



NITROFURANS

a new class of antimicrobials
neither antibiotics nor sulfas



When you want to control edema
think first of

Diamox*

Acetazolamide Lederle

A nonmercurial oral diuretic. Acts by inhibiting the enzyme carbonic anhydrase. Produces prompt, ample diuresis lasting from six to twelve hours. Morning dosage allows an uninterrupted night's sleep. Well-suited to long-term use. Nontoxic. The most widely prescribed drug of its kind!

Indicated in cardiac edema, epilepsy, acute glaucoma, premenstrual tension, edema associated with toxemia of pregnancy and edema caused by certain types of electrolytic imbalance. Offered in scored tablets of 250 mg. for oral use, and in ampuls of 500 mg. for parenteral use in critical cases.

LEDERLE LABORATORIES DIVISION *AMERICAN Cyanamid COMPANY* PEARL RIVER, NEW YORK
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*better tolerated...
notably
hypoallergenic*



dextrogen®



Better tolerated by all infants because the low fat content is uniformly dispersed by homogenization and is readily emulsified. Easy assimilation of Dextrogen is assured by its mixed carbohydrates which provide for spaced absorption.

Less allergenic because special heat treatment decreases the likelihood of protein absorption before reduction to amino acids.

The generous amount of protein in Dextrogen is more digestible because of zero curd tension.

Dextrogen is a concentrated liquid formula made from whole milk modified with dextrans, maltose and dextrose, and fortified with vitamin D. Provides all known infant nutrients except vitamin C. The cost of baby's formula is less than a penny per ounce.



THE NESTLÉ COMPANY, INC.

*Professional Products Division
White Plains, New York*

NESTLÉ—A time-honored name in the
field of infant nutrition

New Relief from the Enigmas of Pruritus Ani

CASE - MALE, 55 YEARS

Hydrolamins Ointment, an isotonic, specially selected combination of amino acids, offers a new answer to the baffling problem of ano-genital pruritus.

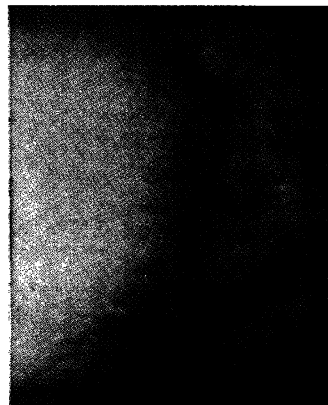
Therapy is based on the observation^{1,2,3} that this non-irritating protein counteracts the protein-precipitating irritant responsible for the pruritus and is protein-sparing to perianal tissue.

FORMULA:

Hydrolamins offers an isotonic, specially selected combination of amino acids derived from lactalbumin, in a vehicle of polyethylene glycol 1500.

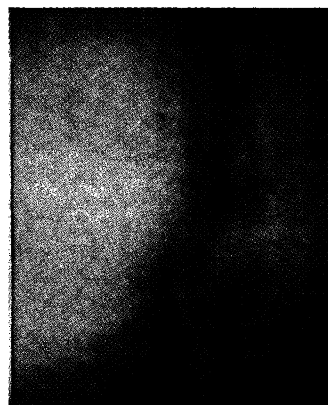
SUPPLIED:

1 oz. (28 Gm.) and 2.5 oz. (70 Gm.) tubes with peel-off label.



BEFORE

Rectal itch for 20 years; itching in rectal area extending across perineum to scrotum in wide area. Red scratches in perineal region. Severe erythema. Areas sensitive, painful, tender.



AFTER

Hydrolamins applied 3 times daily to whole area. No irritation developed. Itching relieved immediately, and healing was complete in three weeks.



PHARMACEUTICAL COMPANY CHICAGO 14, ILLINOIS

REFERENCES:

1. Bodkin, L.G.: Amino Acid Therapy for Pruritus Ani, *Am. J. Surg.* 82:557 (Nov.) 1951.
2. Bodkin, L. G., and Ferguson, E. A., Jr.: Successful Ointment Therapy for Pruritus Ani, *Am. J. Digest. Dis.* 18:59 (Feb.) 1951.
3. McGivney, J.: Recent Advances in Proctology, *Texas J. Med.* 47:770 (Nov.) 1951.

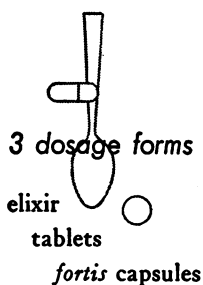
in patients with colds...sinusitis...rhinitis

unplug that  **stuffed-up nose**

orally with

Novahistine®

The marked synergistic action of a vasoconstrictor with an antihistaminic drug provides marked nasal decongestion and promotes normal sinus drainage. Oral dosage avoids harmful misuse of topical agents...eliminates nose drop rebound. Novahistine causes no jitters or cerebral stimulation.

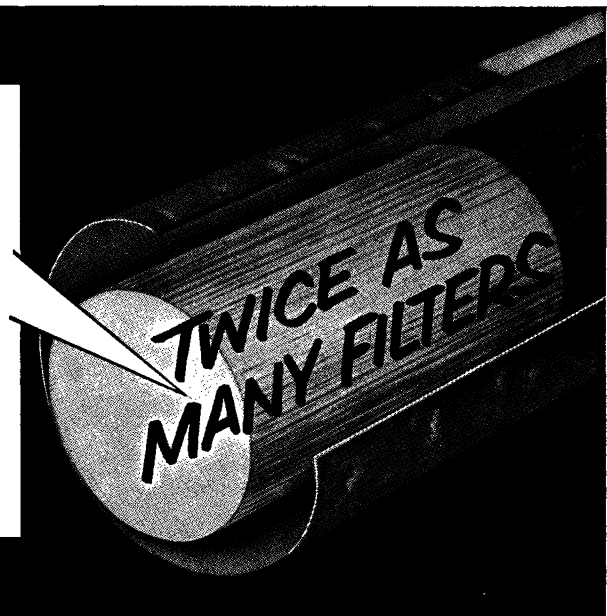


Each Novahistine Tablet or teaspoonful of Elixir, provides 5.0 mg. of phenylephrine HCl and 12.5 mg. propenpyridamine maleate. Novahistine *Fortis* Capsules contain twice the amount of phenylephrine for those who need greater vasoconstriction.

PITMAN-MOORE COMPANY Division of Allied Laboratories, Inc., Indianapolis 6, Indiana

What makes Viceroy different from other filter cigarettes?

Only VICEROY—
has 20,000 tiny filters
in every tip... twice as
many as the other two
largest-selling filter
brands! That's why you
get that fresh, clean
real tobacco taste!



The VICEROY filter tip contains 20,000 tiny filters made exclusively from pure cellulose . . . soft, snow-white, natural. This is twice as many filters as the other two largest-selling filter brands.

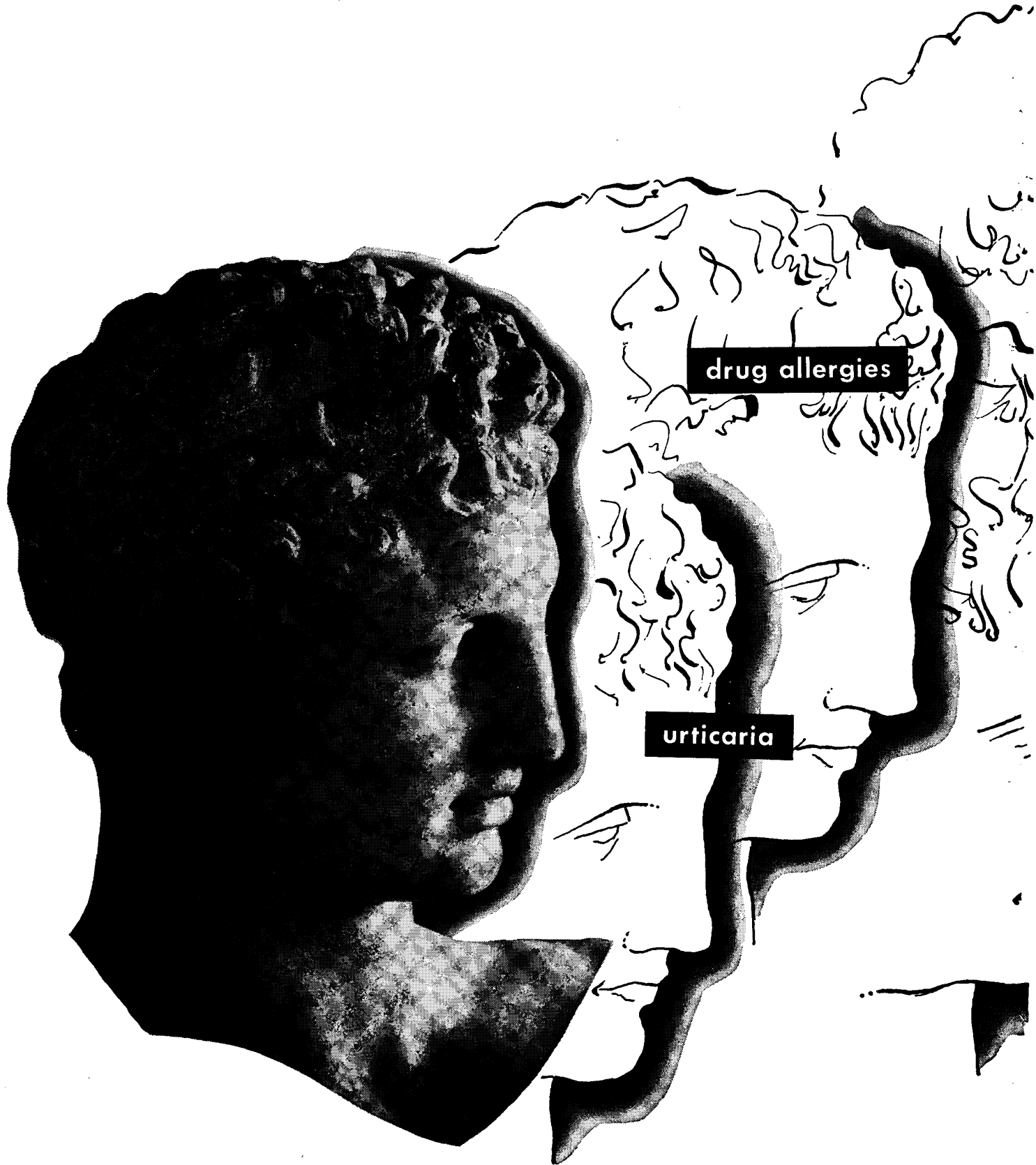
That is why VICEROY gives you such a fresh, clean taste—that real tobacco taste you miss in other filter brands. No wonder so many doctors now smoke and recommend King-Size VICEROYS.

*If it's Viceroy you can tell
the difference blindfolded!*

*King-Size
Filter Tip*

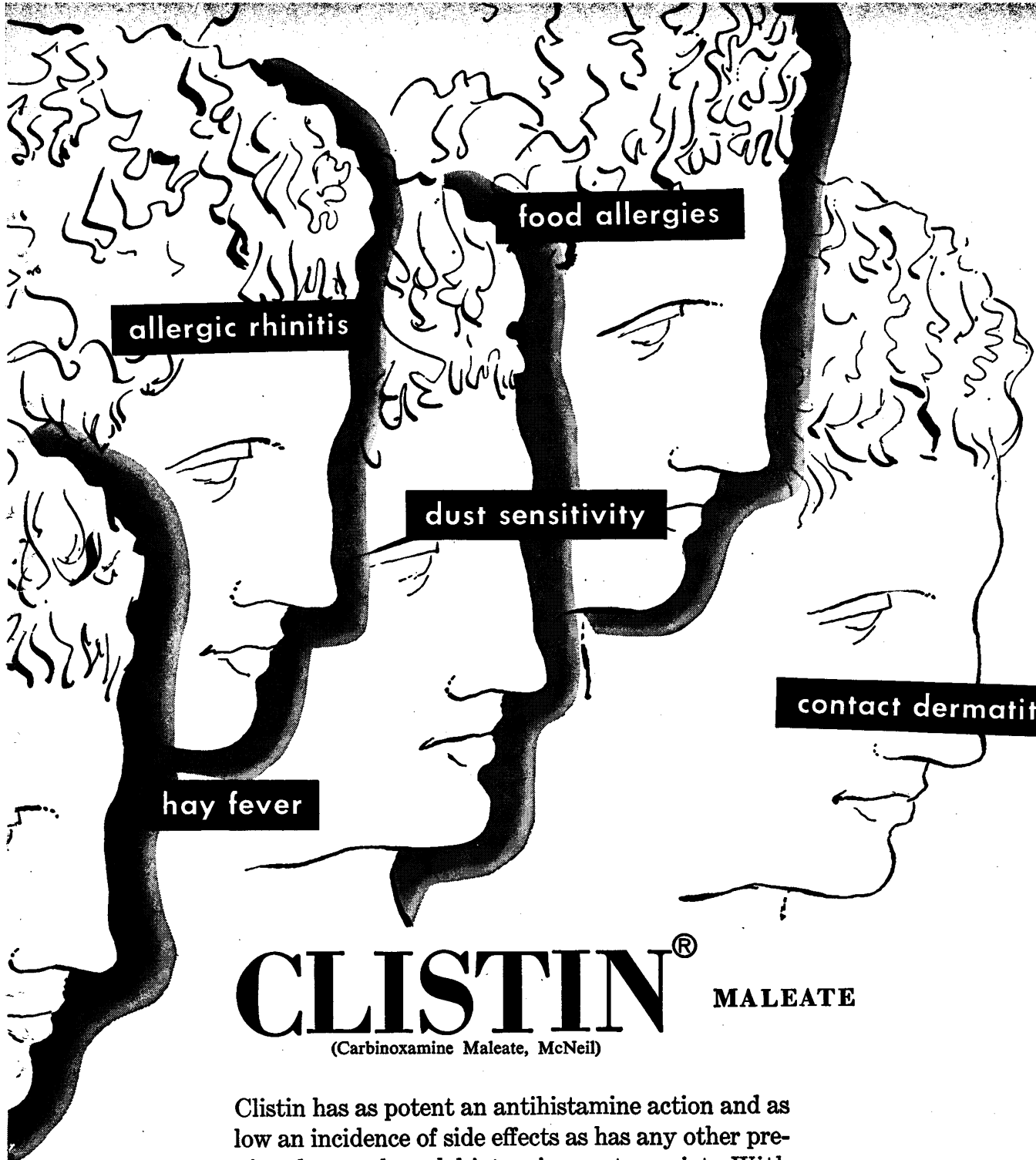
VICEROY





drug allergies

urticaria



CLISTIN[®] MALEATE

(Carbinoxamine Maleate, McNeil)

Clistin has as potent an antihistamine action and as low an incidence of side effects as has any other previously employed histamine antagonist. With Clistin, drowsiness is unusual. The dosage is low—4 mg. gives most satisfactory clinical response.

Clistin is an innovation in antihistaminic compounds—why not try it on your next allergy case? Clinical samples available on request.

Tablets Clistin Maleate, 4 mg.
Tablets Clistin R-A (repeat action), 8 mg.
Elixir Clistin Maleate, 4 mg. per 5 cc.
Clistin Expectorant
Tablets Clistanal (Clistin Maleate, 2 mg. plus APC)

McNEIL

LABORATORIES, INC.
PHILADELPHIA 32, PA.

MERATRAN Profile No. 1 **SOCIAL STRESS**

Sex: *Female* Age: *31* Occupation: *Stenographer*
Chief Complaint: *Marked depression.*

Symptoms: *forgetful, tired, depressed.*

Secondary Complaints: *palpitations, great difficulty in concentration, insomnia, some disturbed sleep.*

Observations: *this girl is suffering from a reactive depression following the breaking of an engagement.*

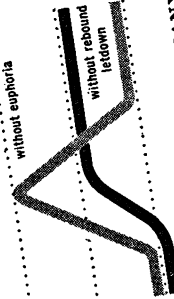
Treatment: *Meratran 5 mg. daily*

Response: *Self confidence restored, efficiency greatly improved. After 6 week treatment medication stopped.*
Reactive depression lifted.

Results: *ambitious, efficient, confident.*

One more case in point for
Meratran
in functional fatigue and mild depression

Meratran restores your emotionally tired and depressed patients to their usual level of alertness, interest and productivity.

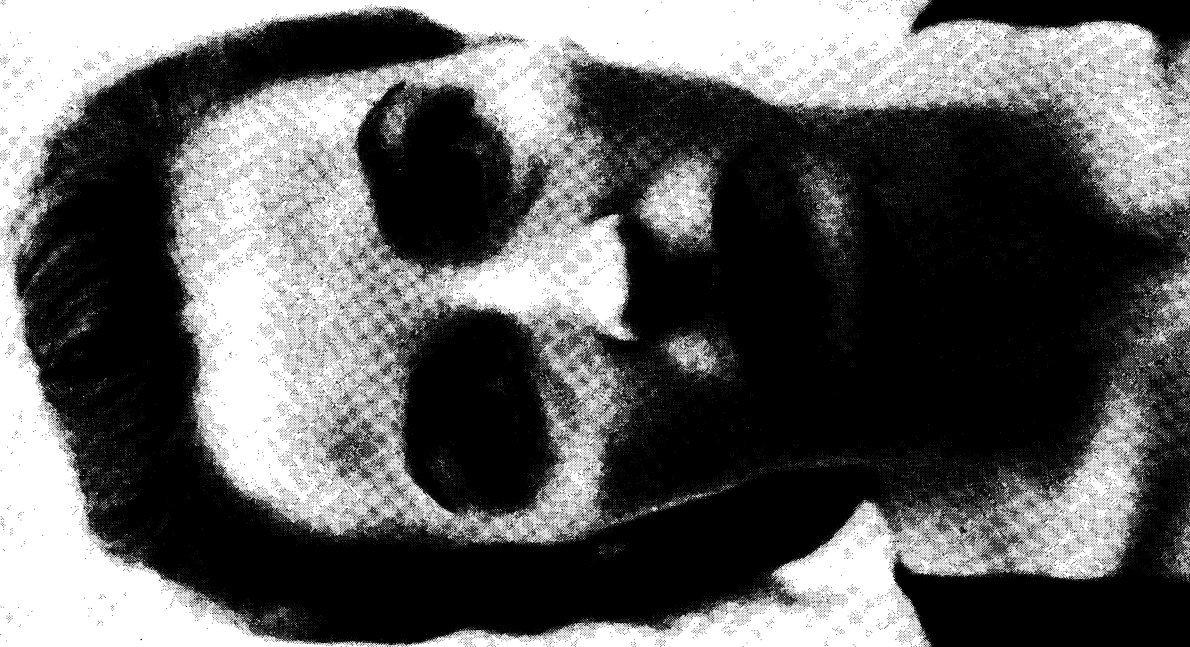


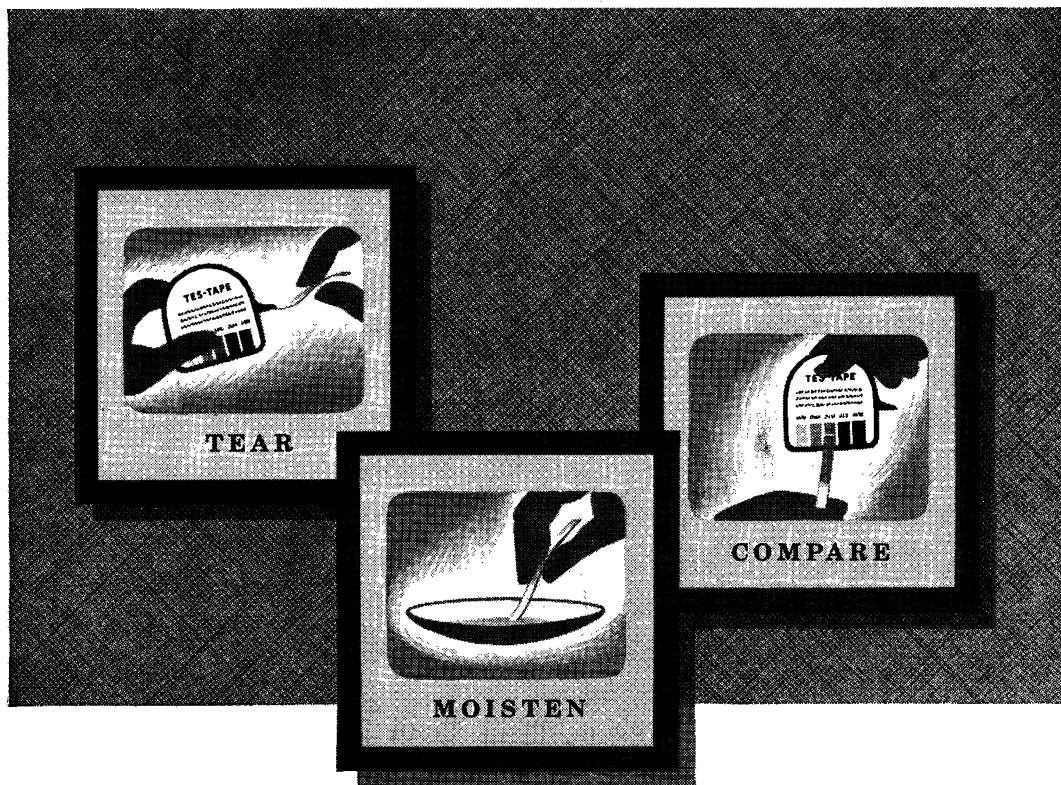
THE WILLIAM S. MERRELL COMPANY
New York • CINCINNATI • St. Thomas, Ontario
U.S. PATENT OFFICE (piperidol hydrochloride)



* Case history from the actual files of an eminent physician; photo professionally posed.

Another exclusive product of original Merrell research





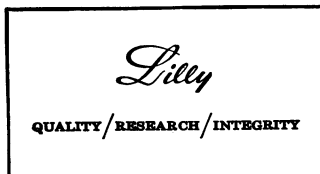
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urine sugar test of unmatched simplicity

'Tes-Tape'

(URINE SUGAR TEST TAPE, LILLY)

'Tes-Tape' completely eliminates the need for test tubes, heat, reagents, or any other paraphernalia in urine sugar determinations. Simply moisten a strip of 'Tes-Tape' with the specimen. After just sixty seconds, compare it with the color chart on the 'Tes-Tape' dispenser. Then read off the percentage of sugar. The selective action of 'Tes-Tape' prevents false positive reactions, assures complete accuracy.



The convenient size of the 'Tes-Tape' dispenser permits you to carry it on house calls for on-the-spot determinations. Your patients also will welcome the convenience, simplicity, and accuracy of 'Tes-Tape.'

Now available at pharmacies everywhere.

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Operative Surgery, Wednesdays, March 21 to June 6. Thirty hours: Fee: \$200.00.

Thoracic Surgery, Wednesdays, April 18 to May 9. Eight hours. Fee: \$30.00.

Diseases and Injuries of Bones and Joints, Daily, July 2 to July 31. Full time. Fee: \$100.00.

Contact: Chairman, Section on Graduate and Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-9131, Ext. 205.

STANFORD UNIVERSITY

Monday Morning Clinical Conferences, Room 515.

Contact: D. H. Pischel, M.D., Professor, Division of Ophthalmology, Stanford University School of Medicine.

Postgraduate Conference in Otorhinolaryngology, March 26 to 30. Fee: \$100.00.

Postgraduate Conference in Ophthalmology, March 19 to 23. Fee: \$100.00.

Postgraduate Conference in Practical Pediatric Dermatology, March 23-24. Fee: \$50.00.

Contact: Office of the Dean, Stanford University School of Medicine, 2398 Sacramento Street, San Francisco 15. WEst 1-8000.

CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE INSTITUTES

NORTH COAST COUNTIES in association with University of California School of Medicine, San Francisco, April 5 and 6, Veterans Memorial Auditorium, Santa Rosa.

SAN JOAQUIN VALLEY COUNTIES in association with the University of California School of Medicine, Los Angeles, May 10 and 11, Hacienda, Fresno.

SACRAMENTO VALLEY COUNTIES in association with Stanford University School of Medicine, June 20, 21, 22, Cal-Neva Lodge, Lake Tahoe.

Contact: C. A. Broadus, M.D., Director of Postgraduate Activities, P.O. Box A-1, Carmel, California, or Mrs. Margaret H. Griffith, Assistant Director, Postgraduate Activities, California Medical Association, 417 So. Hill St., Los Angeles 13.

POSTGRADUATE CIRCUIT COURSES

NORTH COAST CIRCUIT:

Eureka—Mondays, April 16, 23, May 14, 21.

Ukiah—Tuesdays, April 17, 24, May 15, 22.

Woodland—Wednesdays, April 18, 25, May 16, 23.

Napa—Thursdays, April 19, 26, May 17, 24.

SACRAMENTO VALLEY CIRCUIT:

Dunsmuir—Mondays, April 16, 23, May 14, 21.

Chico—Tuesdays, April 17, 24, May 15, 22.

Marysville—Wednesdays, April 18, 25, May 16, 23.

Auburn—Thursdays, April 19, 26, May 17, 24.

Medical Dates Bulletin

MARCH MEETINGS

LAENNEC SOCIETY scientific and dinner meeting each fourth Friday, 6:30 p.m., Alexander Hamilton Hotel, San Francisco. For all physicians interested in Chest Diseases.

Contact: E. P. Von Allmen, secretary-treasurer.

CANCER COMMISSION, California Medical Association, Cancer Conference for Kern County Medical Society, March 20, 3:00 p.m., Bakersfield.†

MEDICAL ALUMNI COMMITTEE OF CHILDREN'S HOSPITAL, San Francisco, March 17.* Morning: Dermatology. Afternoon: Nutritional problems peculiar to modern pediatrics.

SOUTHWESTERN PEDIATRIC SOCIETY spring meeting, March 20-21, Statler Hotel, Los Angeles.

Contact: Wendell M. Redfern, M.D., 125 East Glenoaks Blvd., Glendale 7, or Harry O. Ryan, M.D., 149 North El Molino, Pasadena 4.

CONTRA COSTA COUNTY HEART ASSOCIATION Postgraduate Series, March 26, April 2, April 9, Contra Costa County Hospital, Alhambra at B St., Martinez. Fee: \$3.50 per single lecture.

Contact: Mrs. Loyse C. Casebolt, executive director, Contra Costa County Heart Association, 2363 Mt. Diablo Blvd., Walnut Creek.

LONG BEACH HEART ASSOCIATION Class in Home Organization and Management (for Cardiacs). Continuously by semesters. West Adult Education Center, cosponsored by Long Beach Board of Education.

Contact: Leslie R. Raymond, executive director.

CANCER COMMISSION, California Medical Association, Cancer Conference for Marin County Medical Society, March 22, 7:00 p.m., Meadow Club, Fairfax.†

SOUTHERN CALIFORNIA DIVISION AND THE NORTHERN CALIFORNIA CHAPTER OF THE UNITED STATES SECTION OF THE INTERNATIONAL COLLEGE OF SURGEONS Regional Meeting, St. Claire Hotel, San Jose, March 22, 23.

Contact: Carmelo C. Celestre, M.D., secretary, Northern California Chapter, 1686 Union St., San Francisco 23, or Ross V. Parks, secretary, Southern California Division, 1930 Wilshire Blvd., Los Angeles 57.

APRIL MEETINGS

CANCER COMMISSION, California Medical Association, Cancer Conference for Orange County Medical Society, April 4, Santa Ana.*

CALIFORNIA TUBERCULOSIS AND HEALTH ASSOCIATION, California Trudeau Society and California Sanatorium Association Annual Meeting, Sheraton-Palace Hotel, San Francisco, April 5, 6, 7.

Contact: E. L. Daggett, director, Public Relations, California Tuberculosis and Health Association, 130 Hayes Street, San Francisco 2.

CANCER COMMISSION, California Medical Association, Cancer Conference for Fresno County Medical Society, April 10, 7:00 p.m., Sunnyside Country Club, Fresno.†

CANCER COMMISSION, California Medical Association, Cancer Conference for Ventura County Medical Society, Colonial Inn, Oxnard, April 10.†

CANCER COMMISSION, California Medical Association, Cancer Conference for Napa County Medical Society, April 11, Napa.†

*For registration or information, contact: Gertrude Jones, M.D., Children's Hospital, San Francisco.

†Contact: Walter E. Batchelder, M.D., Medical Director, Cancer Commission, 467 O'Farrell Street, San Francisco.

ST. MARY'S HOSPITAL Clinical Day, April 12. Morning and afternoon panels and Annual Memorial Dinner of St. Mary's Hospital. Guest speaker, William Boyd, M.D., professor of the History of Medicine, University of Toronto. Open to the medical profession.
Contact: Frank A. Solomon, Jr., M.D., 2107 Van Ness Ave., San Francisco 9.

CITY OF HOPE Postgraduate Course in Recent Advances in Hematology, April 12, 13, City of Hope Medical Center, Duarte, under direction of Howard Bierman, M.D. Fee: \$15.00 per day or \$25.00 for the two days.
Contact: Leo G. Rigler, director, Division of Postgraduate Medical Education, City of Hope Medical Center, Duarte.

UNITED STATES-MEXICO BORDER PUBLIC HEALTH ASSOCIATION, 14th annual meeting, Calexico (California) and Mexicali (Baja California), April 13 to 16.
Contact: Sidney B. Clark, M.D., secretary, 204 U. S. Court House, El Paso, Texas, or Donald G. Davy, M.D., assistant chief, Division of Local Health Service, 2151 Berkeley Way, Berkeley 4.

MEDICAL ALUMNI COMMITTEE OF CHILDREN'S HOSPITAL, San Francisco, April 14.* Behavior Problems and Childhood Psychiatry.

AMERICAN COLLEGE OF PHYSICIANS 37TH ANNUAL SESSION, Los Angeles, April 16-20.
Contact: George C. Griffith, M.D., General Chairman, Box 25, 1200 N. State St., Los Angeles 33.

CANCER COMMISSION, California Medical Association Cancer Conference for San Luis Obispo County Medical Society, April 21, 6:30 p.m. Dinner, San Luis Obispo.

VALLEY CHILDREN'S HOSPITAL ANNUAL SPRING CLINICS, April 27 and 28, 9 a.m., Roosevelt High School Auditorium, Fresno. Fee: \$15.00.

WESTERN INDUSTRIAL MEDICAL ASSOCIATION annual meeting, all day, April 28, Ambassador Hotel, Los Angeles.
Contact: Edward Zaik, M.D., secretary, 740 South Olive Street, Los Angeles 14.

HAWAII MEDICAL ASSOCIATION Centennial Celebration. Scientific sessions, historical pageant of 100 years of medicine in Hawaii, social festivities, etc., Honolulu, April 22 to 29.

Contact: Hawaii Medical Association, 510 S. Beretania Street, Honolulu 13, Hawaii.

CALIFORNIA MEDICAL ASSOCIATION ANNUAL MEETING, celebrating 100th Anniversary, Ambassador Hotel, Los Angeles, April 29 to May 2.
Contact: John Hunton, Executive Secretary, 450 Sutter St., San Francisco 8, or Ed Clancy, Director of Public Relations, 417 S. Hill St., Los Angeles 13.

WESTERN SECTION, AMERICAN UROLOGICAL ASSOCIATION, April 30 to May 3, Sheraton-Palace Hotel, San Francisco.

Contact: James Ownby, Jr., M.D., 516 Sutter St., San Francisco.

MAY MEETINGS

CALIFORNIA SOCIETY OF ANESTHESIOLOGISTS, INC., Annual Meeting, May 2, 1:00 p.m., Grove Lounge, Ambassador Hotel, Los Angeles.
Contact: Francis E. Guinney, M.D., secretary, 2790 Monte Mar Terrace, Los Angeles 64, or telephone DUNKirk 7-4236.

NEW MEXICO MEDICAL SOCIETY annual session, Roswell, New Mexico, May 2 to 4.
Contact: Ralph R. Marshall, executive secretary, 223-24 First National Bank, Albuquerque, N. M.

CALIFORNIA HEART ASSOCIATION ANNUAL MEETING AND SCIENTIFIC SESSION, La Playa Hotel, Carmel, May 18 to 20.

Contact: Alan Croft Blanchard, field director, California Heart Association, 1428 Bush Street, San Francisco 9.

WESTERN BRANCH, AMERICAN PUBLIC HEALTH ASSOCIATION 23rd Annual Meeting, Hotel Utah, Salt Lake City, Utah, May 30 to June 2.

Contact: Mrs. L. Amy Darter, secretary-treasurer, at State Public Health, 2151 Berkeley Way, Berkeley 4, California.

SUMMER AND FALL MEETINGS

LA MESA COMMUNITY HOSPITAL Clinical Session, "Civilian Defense, Radioactive Fallout, and Decontamination of Casualties—both immediate and late care," June 15 to 23, Tripler General Hospital, Honolulu, Hawaii. Chartered plane to leave International Airport. Total cost, including meals, hotel, etc., \$360.00 plus tax.

Contact: John H. Gorby, administrator, La Mesa Community Hospital, 8665 La Mesa Blvd., La Mesa.

IDAHO STATE MEDICAL ASSOCIATION annual meeting, June 17-20, Sun Valley, Idaho.

Contact: Armand L. Bird, executive secretary, Idaho State Medical Association, 364 Sonna Building, Boise, Idaho.

COLORADO DIVISION OF THE AMERICAN CANCER SOCIETY 10th annual Rocky Mountain Cancer Conference, Shirley-Savoy Hotel, Denver, Colorado, July 11 and 12.

Contact: John S. Bouslog, M.D., 835 Republic Building, Denver 2, Colorado.

ST. JOHN'S HOSPITAL Postgraduate Assembly, September 10, 11, 12, 9 a.m. to 4 p.m. and 8 to 9 p.m. Elks Club, Santa Monica.

Contact: John C. Eagan, M.D., director, 1245 Glendon Ave., Los Angeles 24.

SAN DIEGO COUNTY GENERAL HOSPITAL TENTH ANNUAL POSTGRADUATE ASSEMBLY, September 19-20.

Contact: Howard B. Kirtland, Sr., M.D., Chairman, Postgraduate Committee, 3505 Fourth Avenue, San Diego 3.

CALIFORNIA SOCIETY OF INTERNAL MEDICINE ANNUAL MEETING, September 29, La Playa Hotel, Carmel.

Contact: Mrs. Mildred B. Coleman, Assistant Secretary, Room 515, 384 Post Street, San Francisco 8.

SAN FRANCISCO HEART ASSOCIATION Annual Postgraduate Symposium, October, 1956, St. Francis Hotel, San Francisco.

Contact: Executive director, 604 Mission St., San Francisco.

LOS ANGELES COUNTY HEART ASSOCIATION 26th Annual Symposium on Heart Disease, Wilshire-Ebell Theatre, 4401 West 8th St., Los Angeles, October 10 and 11.

Contact: Robert A. Pike, executive director, Los Angeles County Heart Association, 316 South Bonnie Brae, Los Angeles 57 or telephone DUNKirk 8-4127.

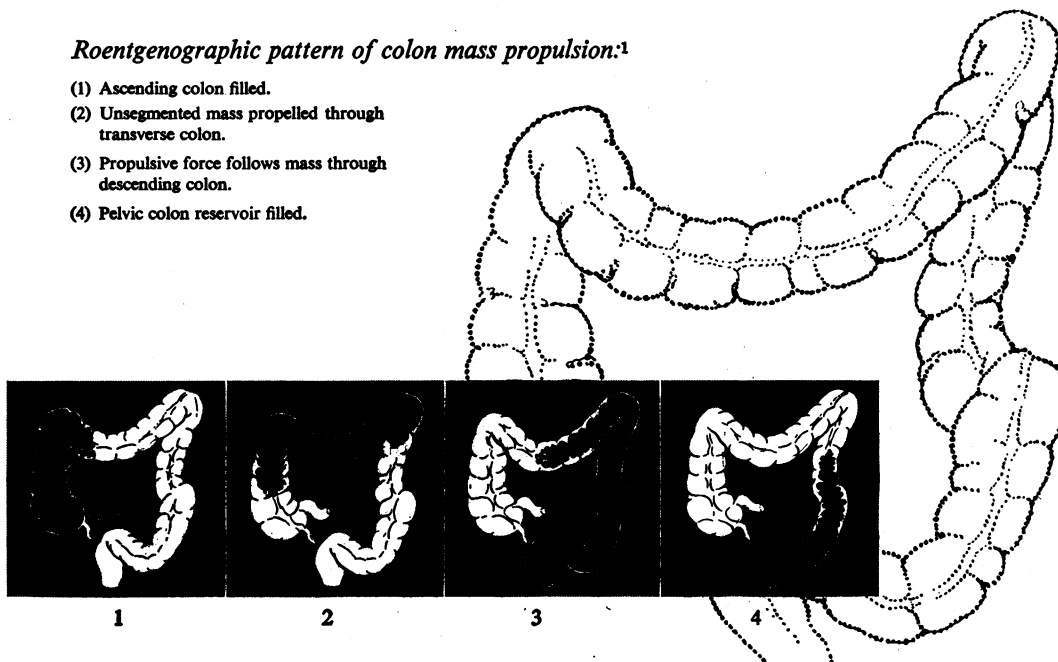
CALIFORNIA ACADEMY OF GENERAL PRACTICE 8th Annual Scientific Assembly, Hotel Statler, Los Angeles, October 14, 15, 16, 17.

Contact: William W. Rogers, executive secretary, California Academy of General Practice, 461 Market St., San Francisco.

SMOOTHAGE ACTION IN CONSTIPATION

*Roentgenographic pattern of colon mass propulsion:*¹

- (1) Ascending colon filled.
- (2) Unsegmented mass propelled through transverse colon.
- (3) Propulsive force follows mass through descending colon.
- (4) Pelvic colon reservoir filled.



Reestablishing Bowel Reflexes with Metamucil®

*Nervous fatigue, tension, injudicious diet, failure to establish regularity, too little exercise, excessive use of cathartics—all factors which contribute to constipation.*²

Sufficient bulk and sufficient fluid form the basic rationale of treatment of constipation. Metamucil (the mucilloid of *Plantago ovata*) produces a bland, smooth bulk when mixed with the intestinal contents. This bulk, through its mass alone, stimulates the peristaltic reflex and thus initiates the desire to evacuate, even in patients in whom postoperative hesitancy exists.

Correction of constipation logically, therefore, lies in the suitable adjustment of such factors as nervous fatigue and tension, improper intake of fluid, improper dietary habits, failure to respond to the call to stool, lack of physical exercise and abuse of the intestinal tract through excessive use of laxatives.²

The characteristics of Metamucil permit the correction of most of these factors: it provides bulk; it demands adequate intake of fluids (one glass with Metamucil powder, one glass after each dose); it increases the physiologic demand to evacuate; and

it does not establish a laxative "habit." Metamucil, in addition, is inert, and also nonirritating and non-allergenic.

The average adult dose is one rounded teaspoonful of Metamucil powder in a glass of cool water, milk or fruit juice, followed by an additional glass of fluid if indicated.

Metamucil is the highly refined mucilloid of *Plantago ovata* (50%), a seed of the psyllium group, combined with dextrose (50%) as a dispersing agent. It is supplied in containers of one pound—also four ounces and eight ounces. G. D. Searle & Co., Research in the Service of Medicine.

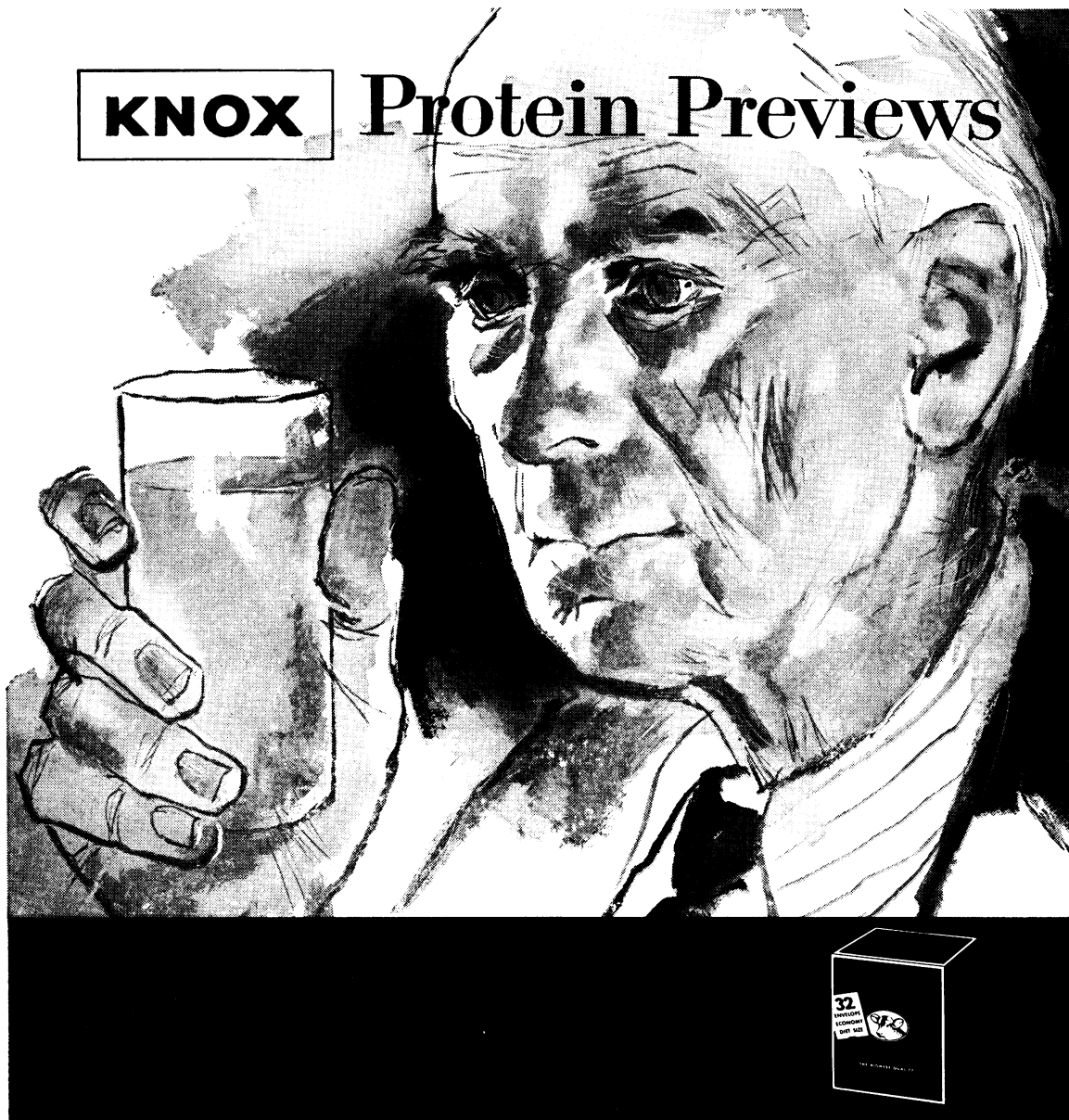
1. Best, C. H., and Taylor, N.B.: *The Physiological Basis of Medical Practice: A Text in Applied Physiology*, ed. 5, Baltimore, The Williams & Wilkins Company, 1950, pp. 579-583.

2. Bargen, J. A.: A Method of Improving Function of the Bowel, *Gastroenterology* 13:275 (Oct.) 1949.

SEARLE

KNOX

Protein Previews



Extensive loss of body protein can occur in either the spare or obese geriatric patient. But whatever the patient's somatotype, a decrease in lean body mass is usually the result of inadequate protein intake due to poor dentition, slowed-down digestion and quite frequently, unappetizing main dishes.

Knox Gelatine is an excellent non-residue protein which is easy to chew and readily digested and assimilated. As a vehicle for many foods, Knox Gelatine brightens bland diets, giving a new interest to jaded appetites. As a concentrated protein drink, Knox Gelatine supplies seven out of eight essential amino acids and a majority of the other amino acids composing protein.

Specific suggestions on how to use Knox Gelatine in different types of geriatric diets are described in the booklets listed in the coupon below.

Chas. B. Knox Gelatine Company, Inc.
Professional Service Department CB-15
Johnstown, N. Y.

Indicate number of special diet booklets desired
for your patients opposite title:

GERIATRIC _____ REDUCING _____
DIABETIC _____ CONVALESCENT _____

YOUR NAME AND ADDRESS



SIGNIFICANT NUTRITIONAL SUPPORT

FOR THE "OVER FORTY"

WITH GERI-DEIMAL,

Geri-Deimal offers the per diem nutritional support so often essential to the well-being of the ageing or convalescent patient.

Two easy-to-swallow, capsule-shaped tablets provide:

Vitamin B ₁₂ with Intrinsic Factor USP1/10 Oral Unit	Choline Bitartrate 200.0 mg.
Vitamin B ₁₂ (activity concentrate) 2.0 mcg.	Inositol 25.0 mg.
Vitamin B ₁ (Mononitrate) 6.0 mg.	Betaine Hydrochloride 100.0 mg.
Vitamin B ₂ (Riboflavin) 6.0 mg.	Pancreatin 97.2 mg.
Vitamin B ₆ (Pyridoxine HCl) 0.5 mg.	Pepsin 97.2 mg.
Calcium Pantothenate 5.0 mg.	Bile Acids, Mixed Oxidized 25.0 mg.
Niacinamide 100.0 mg.	Calcium (Purified Bone Meal) 112.0 mg.
Folic Acid 0.34 mg.	Iron (Ferrous Sulfate, Dried) 20.0 mg.
Biotin 10.0 mcg.	Copper (Sulfate) 0.67 mg.
Vitamin A (Acetate) 6,000 USP	Iodine (Potassium Iodide) 0.15 mg.
Vitamin D (Irradiated Ergosterol) 600 USP	Manganese (Sulfate) 2.0 mg.
Vitamin E (d-alpha Tocopherol Acetate) 5.0 mg.	Potassium (Chloride) 10.0 mg.
Vitamin K (Menadione) 1.0 mg.	Magnesium (Hydroxide) 10.0 mg.
Vitamin C (Ascorbic Acid) 75.0 mg.	Zinc (Sulfate) 1.5 mg.
Hesperidin Complex 25.0 mg.	Molybdenum (Sodium Molybdate) 0.1 mg.

Therapeutic vitamin-mineral balance

THERA-DEIMAL

ONE TABLET DAILY provides higher potencies in balance to meet nutritional needs intensified by illness. Slow disintegration assures greater tolerance and assimilation by patient.

At all pharmacies in bottles of 30 and 100.

Low daily cost for patient.

Each THERA-DEIMAL tablet contains: VITAMINS—A (acetate) 25,000 USP Units; D 1,500 USP Units; C 150.0 mg.; B₁ 10.0 mg.; B₂ 5.0 mg.; B₆ 0.5 mg.; B₁₂ 5.0 mcg.; Niacinamide 100.0 mg.; Folic Acid 0.1 mg.; Mixed Tocopherols 5.0 mg.; Calcium Pantothenate 5.0 mg.; K 2.0 mg. MINERALS—Ferrous Sulfate Dried 130.0 mg.; Iodine 0.15 mg.; Copper 1.0 mg.; Manganese 3.0 mg.; Magnesium 10.0 mg.; Molybdenum 0.2 mg.; Zinc 1.5 mg.; Dicalcium Phosphate Anhydrous 250.0 mg.; Potassium 5.0 mg.

Maintenance vitamin-mineral balance

DEIMAL

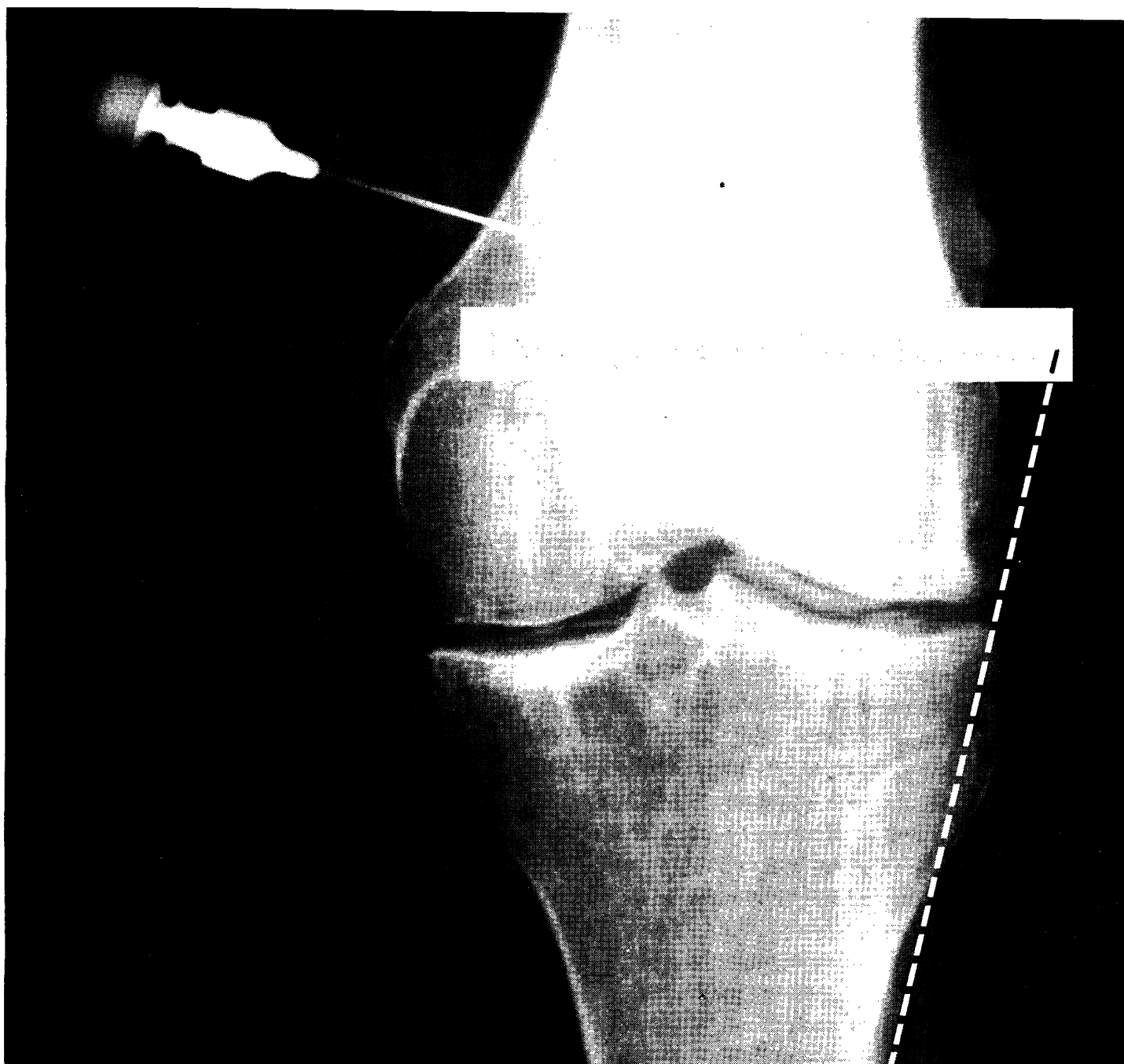
ONE TABLET DAILY offers per diem nutritional supplement at low daily cost. Capsule-shaped tablet is easy to swallow...offers greater tolerance and assimilation.

In bottles of 100 at all pharmacies.

Each DEIMAL tablet contains: VITAMINS—A (acetate) 8,334 USP Units; D 400 USP Units; C 50.0 mg.; B₁ 3.3 mg.; B₂ 2.0 mg.; B₆ 0.2 mg.; B₁₂ 1.67 mcg.; Niacinamide 50.0 mg.; Folic Acid 0.17 mg.; E 1 Int. Unit; Vitamin K 0.34 mg.; Calcium Pantothenate 1.67 mg. MINERALS—Iron (Ferrous Gluconate) 15.0 mg.; Iodine 0.1 mg.; Copper 0.67 mg.; Manganese 3.0 mg.; Magnesium 10.0 mg.; Molybdenum 0.1 mg.; Zinc 1.5 mg.; Calcium Phosphate (dibasic) 250 mg. CHOLINE BITARTRATE 25 mg.



BOYLE & COMPANY • Bell Gardens, California



HydroCortone[®]-T B A

(HYDROCORTISONE TERTIARY-BUTYLACETATE, MERCK)

*gives the arthritic patient more days of freedom
from joint symptoms—in many patients the
anti-rheumatic effect persists 2 to 10 times longer
than after injection of hydrocortisone acetate.
Its action is local and without systemic effect.*

SHARP
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Philadelphia 1, Pa.
DIVISION OF MERCK & Co., INC.

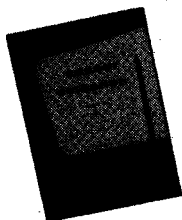
SUPPLIED: SALINE SUSPENSION HYDROCORTONE-TBA—25 MG./CC., VIALS OF 5 CC.

EARLY DIAGNOSIS + PROMPT TREATMENT

Higher Cancer Cure Rates

Simple office detection and diagnostic procedures make it possible for you to help prevent one-third of current annual cancer deaths.

The General Practitioner can obtain free, up-to-date information on early detection, diagnosis and treatment of cancer, from the American Cancer Society.



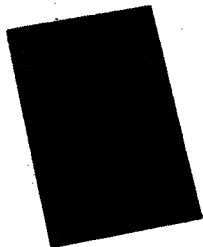
Professional Films

A series of 24 kinescopes* of color television clinical teaching conferences, entitled "Physicians' Conferences on Cancer," presented by leading clinicians in the cancer field; plus about 150 other films on cancer detection, diagnosis and treatment.



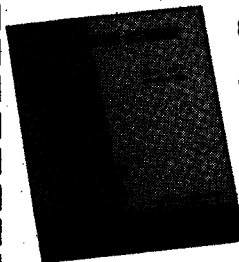
CA — A Bulletin of Cancer Progress

Published bimonthly. Digests and abstracts of current articles on cancer in the medical literature of practical value to the doctor. Also contains feature articles, questions and answers, news items, clinical conferences, etc.



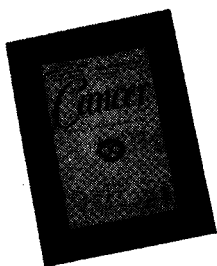
Monograph Series

Published about twice yearly. Series of textbooks on cancer by site, emphasizing detection and diagnosis for the practicing physician, written by outstanding clinicians.



Cancer Current Literature

Issued monthly. Listing of current articles appearing in the medical literature, domestic and foreign, pertaining to cancer in whole or in part.



Journal Cancer

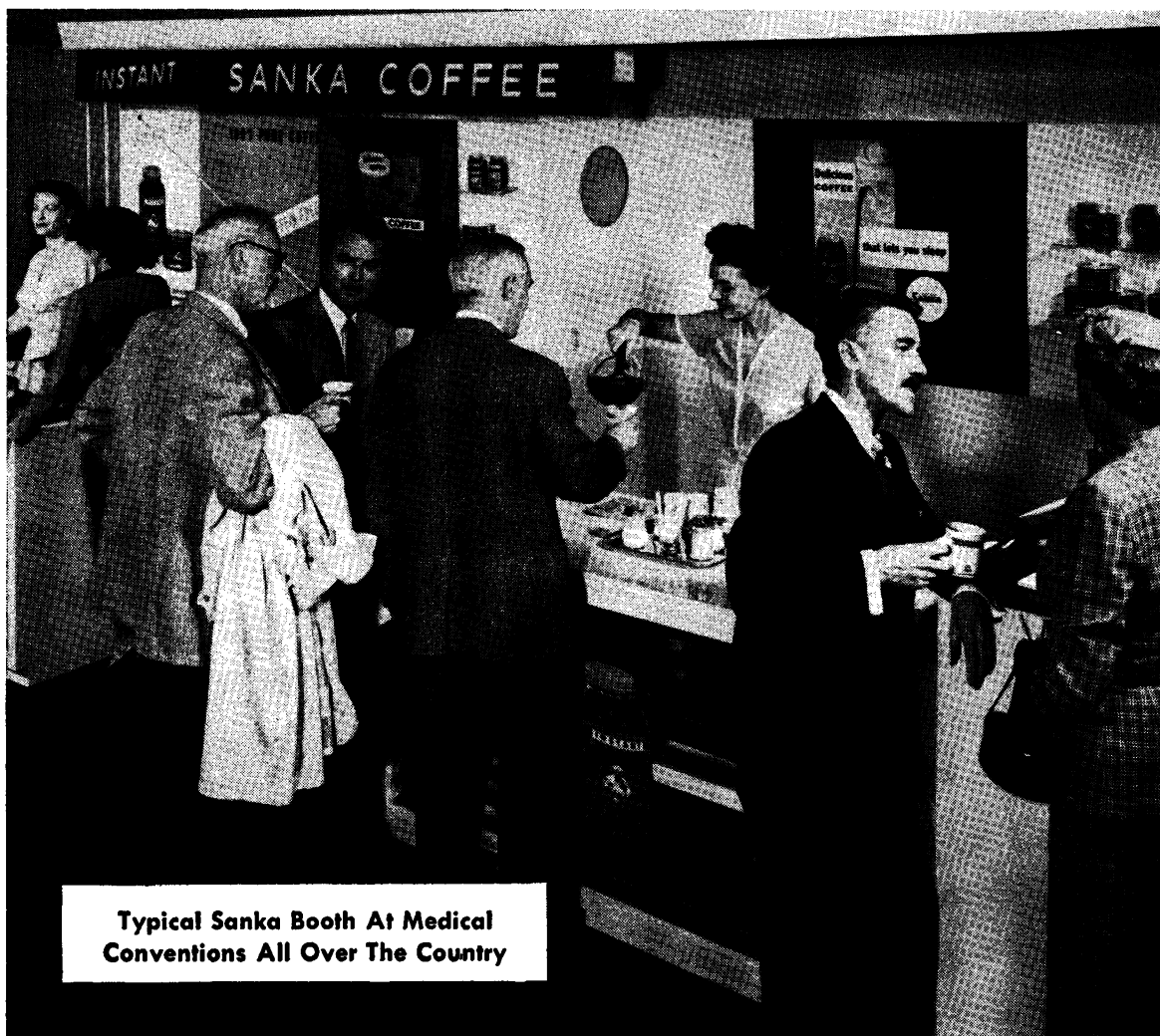
Published bimonthly. A Professional Journal bridging the gap between the investigator in his laboratory and the physician at the bedside. Latest results and applications of clinical cancer research.

For information about these and other materials, write Your Division of the

American Cancer Society

*Approved by the American Academy of General Practice for Informal Study Credit. (16 mm color sound films; running time 30-50 minutes)

American Cancer Society, California Division
467 O'Farrell Street • San Francisco 2, California • TUXedo 5-5822



Typical Sanka Booth At Medical Conventions All Over The Country

You said, **"THIS IS REAL COFFEE!"** and your patients will agree!

"Real coffee—delicious coffee!" Such was your enthusiastic comment at medical conventions—when you tasted Instant Sanka at the Instant Sanka booth.

And, Doctor, you couldn't be more right. Since only the caffeine has been removed from

Instant Sanka Coffee, all the pure coffee goodness is there for you to enjoy.

Why not share the good news with your patients? If they're sensitive to caffeine—if they're sensitive to good coffee flavor—then Instant Sanka Coffee is for them!

INSTANT SANKA COFFEE



All pure coffee...
97% caffeine-free

Product of General Foods

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ACHROMYCIN*

Tetracycline Lederle

widely prescribed because of these important advantages:

- 1) rapid diffusion and penetration
- 2) prompt control of infection
- 3) true broad-spectrum activity (proved effective against a wide variety of infections caused by Gram-positive and Gram-negative bacteria, rickettsiae, and certain viruses and protozoa)
- 4) negligible side effects
- 5) every gram produced in Lederle's own laboratories under rigid quality control, and offered *only* under the Lederle label
- 6) a *complete* line of dosage forms



in prolonged illness, prescribe

ACHROMYCIN SF

TETRACYCLINE with STRESS FORMULA VITAMINS

Attacks the infection, bolsters the body's natural defense. Stress vitamin formula suggested by the National Research Council in *dry-filled, sealed capsules* with ACHROMYCIN, 250 mg.

Also available: ACHROMYCIN SF ORAL SUSPENSION (Cherry Flavor), 125 mg. per 5 cc. plus vitamins.



dry-filled sealed capsules

(a Lederle exclusive!) for more rapid and complete absorption. No oils, no paste, tamperproof!

Each ACHROMYCIN SF CAPSULE contains:

ACHROMYCIN Tetracycline	250 mg.	Pyridoxine (B ₆)	0.5 mg.
Ascorbic Acid (C)	75 mg.	Folic Acid	0.375 mg.
Thiamine Mononitrate (B ₁)	2.5 mg.	Calcium Pantothenate	5 mg.
Riboflavin (B ₂)	2.5 mg.	Vitamin K (Menadione)	0.5 mg.
Niacinamide	25 mg.	Vitamin B ₁₂	1 mcgm.

LEDERLE LABORATORIES DIVISION AMERICAN *Cyanamid* COMPANY PEARL RIVER, NEW YORK

*REG. U. S. PAT. OFF.



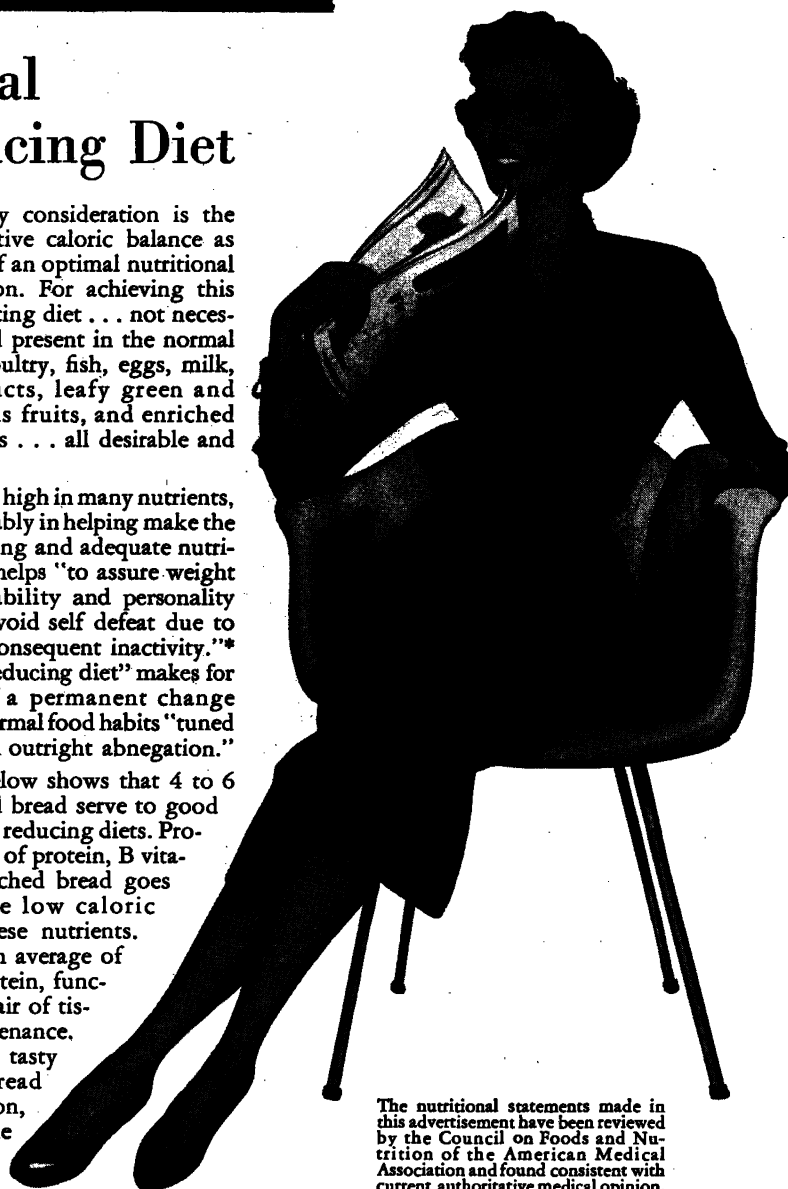
Enriched Bread...

in the Ideal Reducing Diet

In reducing, the primary consideration is the establishment of a negative caloric balance as well as the maintenance of an optimal nutritional state in the obese person. For achieving this objective "the ideal reducing diet . . . not necessarily devoid of any food present in the normal diet" includes "meat, poultry, fish, eggs, milk, and other dairy products, leafy green and yellow vegetables, citrus fruits, and enriched and whole grain products . . . all desirable and necessary" foods.*

High in palatability and high in many nutrients, enriched bread shares notably in helping make the reducing regimen appealing and adequate nutritionally. In so doing it helps "to assure weight reduction without irritability and personality change" as well as "to avoid self defeat due to physical weakness and consequent inactivity."* Furthermore, the "ideal reducing diet" makes for increased likelihood of a permanent change from excessive eating to normal food habits "tuned to self control rather than outright abnegation."

The table presented below shows that 4 to 6 average slices of enriched bread serve to good advantage nutritionally in reducing diets. Providing generous amounts of protein, B vitamins, and minerals, enriched bread goes far toward making the low caloric regimen adequate in these nutrients. Its protein, containing an average of 10.5 per cent of milk protein, functions for growth and repair of tissues as well as for maintenance. Fresh or toasted, or as tasty sandwiches, enriched bread provides eating satisfaction, an essential for making the reducing regimen tolerable.



The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.

Contribution of 6 Slices of Enriched Bread

	Nutrients and Calories	Percentages of Allowances**
Protein	11.7 Gm.	18%
Thiamine	0.33 mg.	22
Niacin	3.0 mg.	20
Riboflavin	0.21 mg.	13
Iron	3.3 mg.	28
Calcium (average)	122 mg.	15
Calories	379	13

*Berryman, G. H.: Obesity—A Brief Review of the Problem, *Metabolism* 3:544 (Nov.) 1954.

**Percentages of daily allowances for fairly active man 45 years of age, 67 inches in height, and weighing 143 pounds: Recommended Dietary Allowances, Washington, D.C., National Academy of Sciences—National Research Council Publication 302, 1953.

AMERICAN BAKERS ASSOCIATION 20 North Wacker Drive • Chicago 6, Illinois



"Mary, Mary, Quite Contrary"

Mary's contrariness may have been due to an endocrine imbalance. Declining ovarian function may result in symptoms of depression, fatigability and/or irritability.

The experience of critical clinicians is that results from TEST-ESTRIN® therapy are superior to any obtained from estrogen or androgen alone.

TEST-ESTRIN

TABLETS (buccal or sub-lingual administration)

FULL STRENGTH

Estradiol N. F. 0.5 mg.
Testosterone Crystalline 2.5 mg.

HALF STRENGTH

Estradiol N. F. 0.25 mg.
Testosterone Crystalline 1.25 mg.

GERIATRIC

Estradiol N. F. 0.25 mg.
Testosterone Crystalline 7.5 mg.

INJECTABLE

IN AQUEOUS SUSPENSION—
EACH CC CONTAINS

Estradiol N. F. 1.0 mg.
Testosterone Crystalline 10.0 mg.

IN SESAME OIL—EACH CC CONTAINS

Estradiol N. F. 1.0 mg.
Testosterone Propionate 10.0 mg.



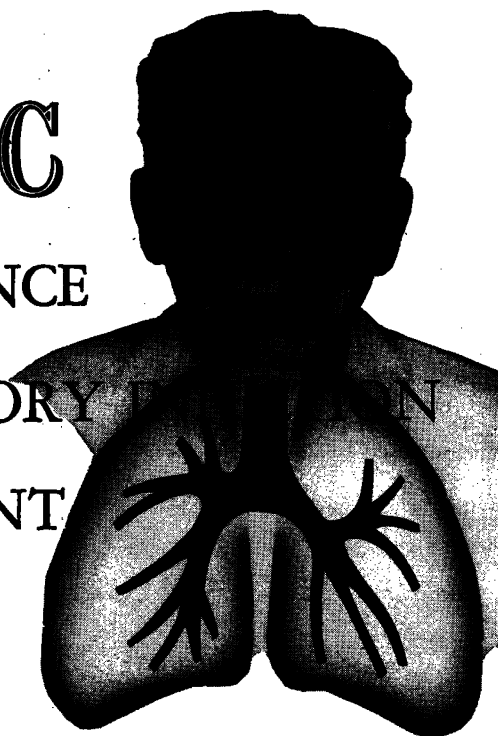
**MARLYN CO., INC., 8332 Beverly Blvd.
Los Angeles 48, California**

HESPER-C

MAKES *the* DIFFERENCE

in UPPER RESPIRATORY INFECTION

in the AGING PATIENT



Such infection can severely tax the already depleted capillary reserves. Often during or following a cold, such patients have epistaxis or cough up blood-streaked sputum. Capillary damage resulting from the infection can trigger more serious conditions for which the basic anatomical lesions are already present.^{1,2}

HESPER-C in adequate dosage, can minimize or prevent post-infectious bleeding. Hesper-C provides greater physical comfort and an improved sense of well-being. It provides the nutritional reserves for obviating some of the consequences of upper respiratory infection.² Particularly in the geriatric patient support for the nutrient supplying vascular termini is important. Prevention of capillary fault and restoration and maintenance of normal capillary permeability will help prevent hemorrhage and loss of essential tissue nutrients and metabolites.³

Addition of Hesper-C to the diet of the aging patient and to every therapeutic regime will favorably influence the state of the capillaries.⁴

INDICATIONS: HESPER-C will make the difference in the prevention of some of the possibly serious consequences of upper respiratory infection in the geriatric patient.

HESPER-C is now available for your geriatric patients in new LIQUID DOSAGE FORM. HESPER-C is the original synergistic nutritional supplement for capillary integrity—provides 100 mg. of fully active hesperidin concentrate, the so-called Vitamin P complex, plus 100 mg. ascorbic acid per capsule and per teaspoon of liquid.

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REFERENCES: 1. Griffith, J. R., Jr. and Lindauer, M. A.: Am. Heart J. 28:758, 1944. 2. Gale, E. T. and Thewlis, M. W.: Geriatrics 8:80, 1953. 3. Martin, G. J. (Editor): Hesperidin and Ascorbic Acid. Naturally Occurring Synergists: Basle, Switzerland. Messrs. S. Karger 1954. 4. Drezner, H. L., et al: Am. Pract. and Dig. of Treatment 6:912, 1955.

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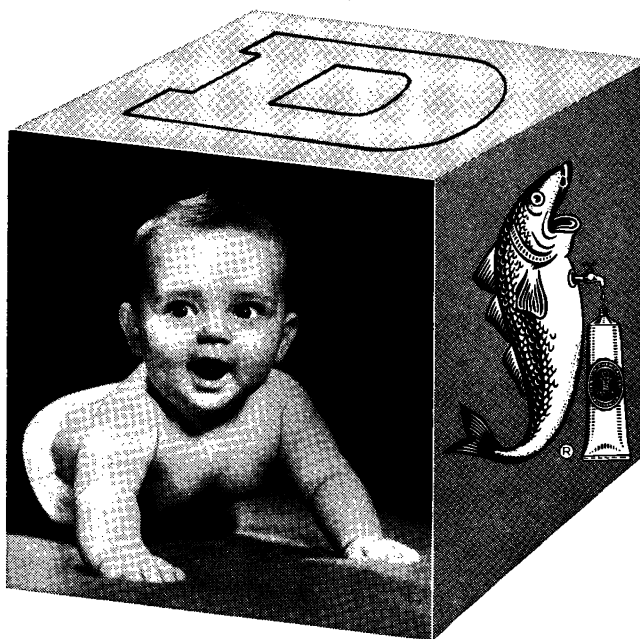
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1. Grayzel, H. G., Helmer, C. B., and Grayzel, R. W.: New York St. J. M. 53:2233, 1953.
2. Helmer, C. B., Grayzel, H. G., and Kramer, B.: Archives of Pediatrics 68:382, 1951.
3. Behrman, H. T., Combes, F. C., Bobroff, A., and Leviticus, R.: Ind. Med. & Surgery 18:512, 1949.
4. Turell, R.: New York St. J. M. 50:2282, 1950.

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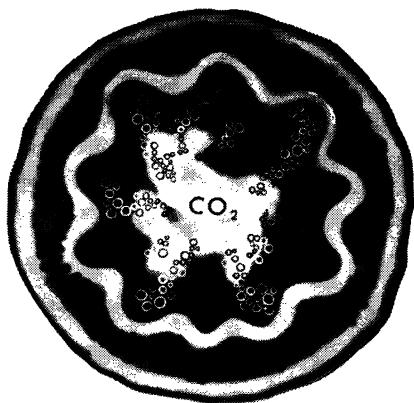
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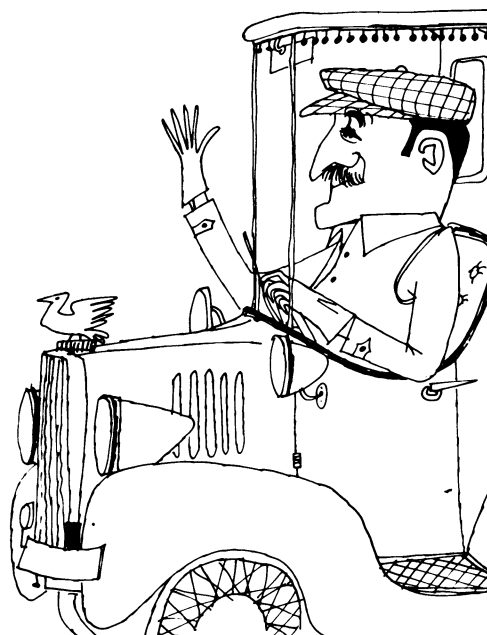
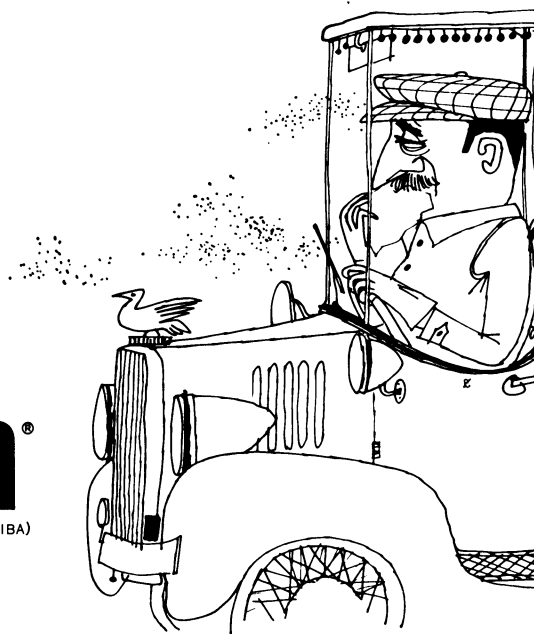
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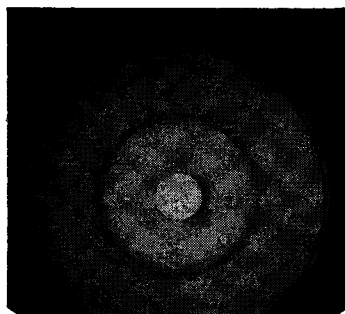
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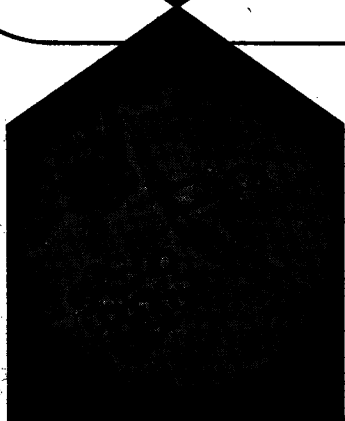


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1. Seminar, Psoriasis, N. Y. Academy of Sciences, Oct. 17, 1955.
2. Harris, O. J., et al. The Treatment of Psoriasis with Whole Defatted Pancreatic Substance. New York Physician & American Medicine, 37:4 (Nov. 1951).
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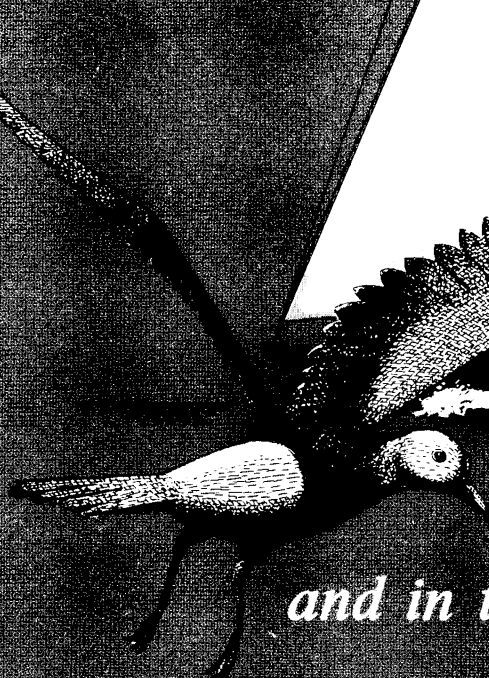
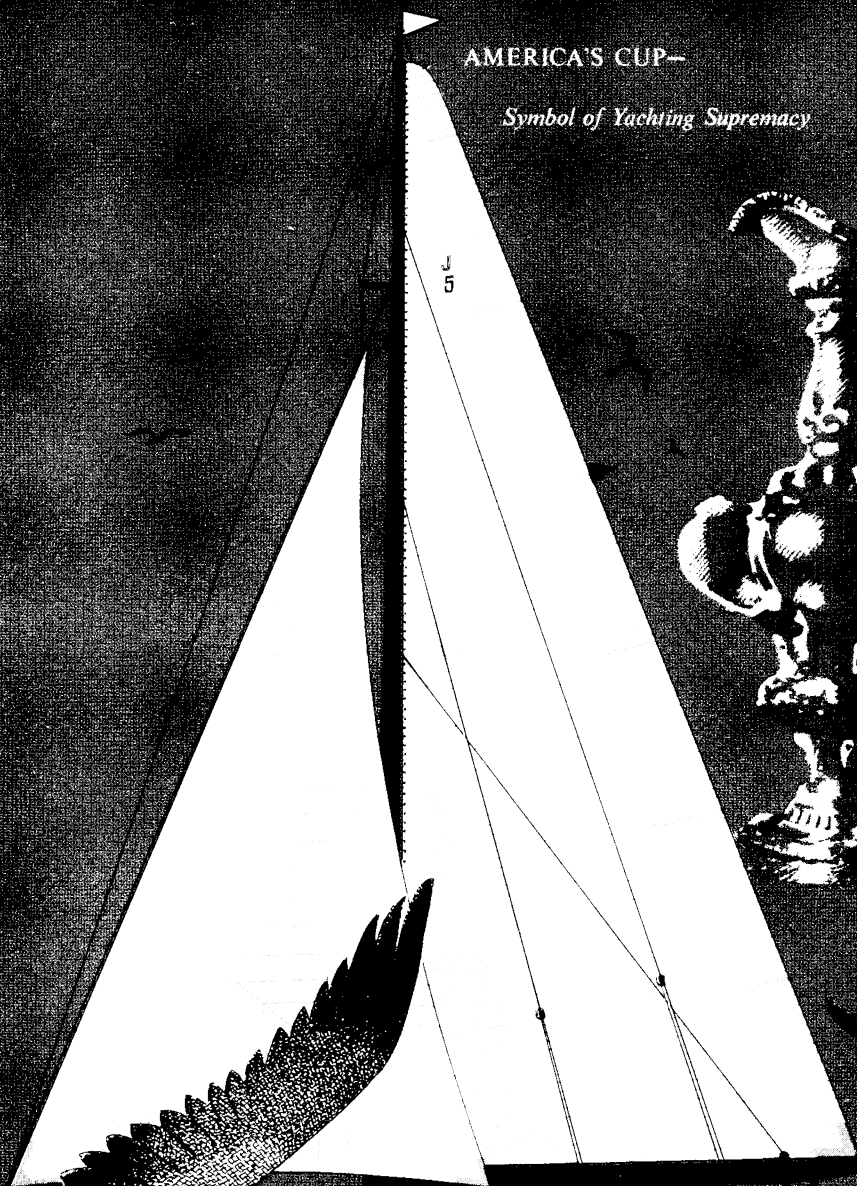
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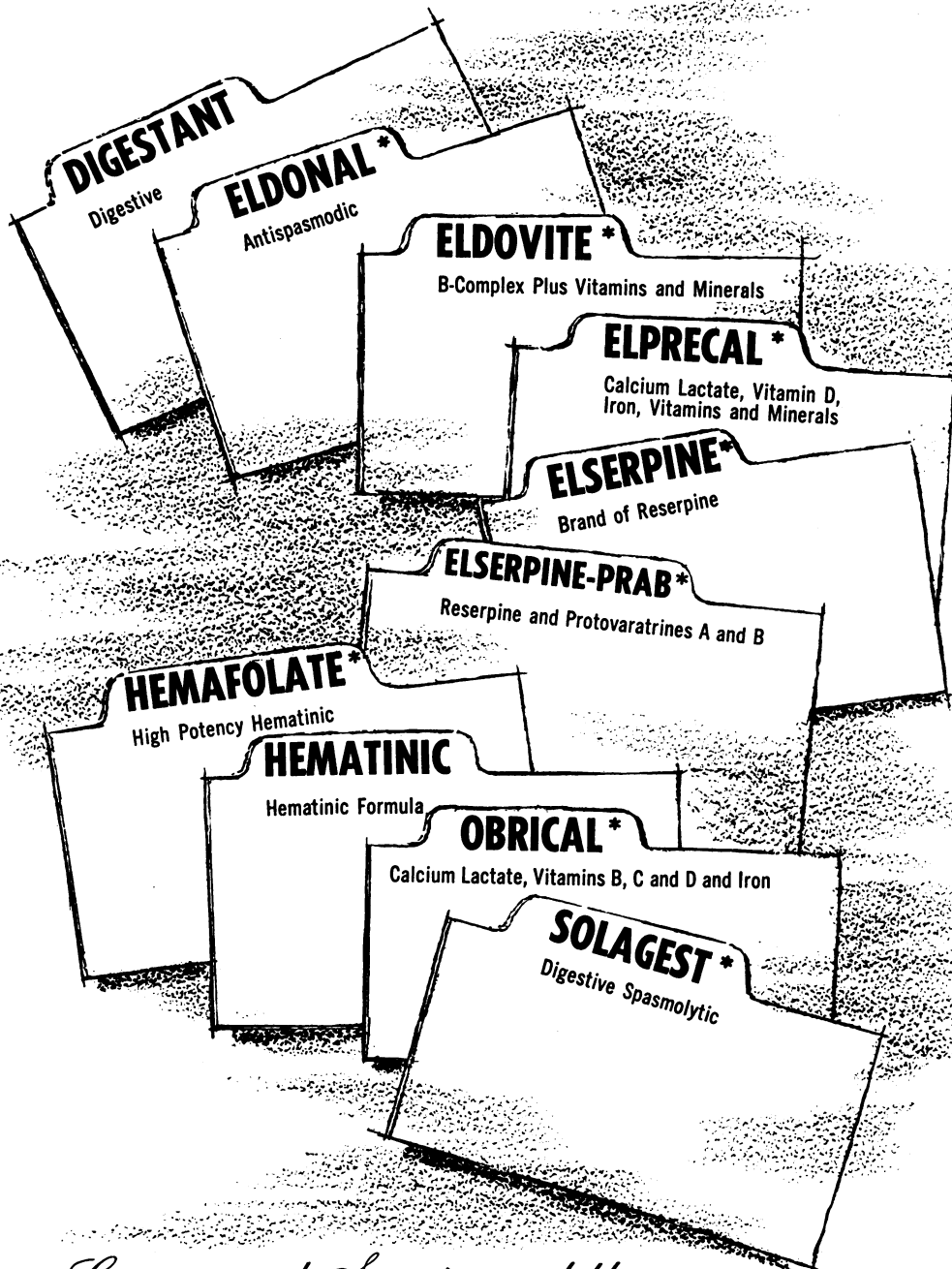
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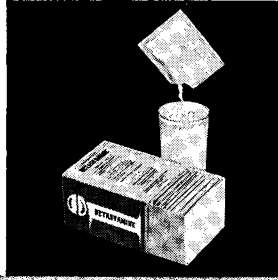
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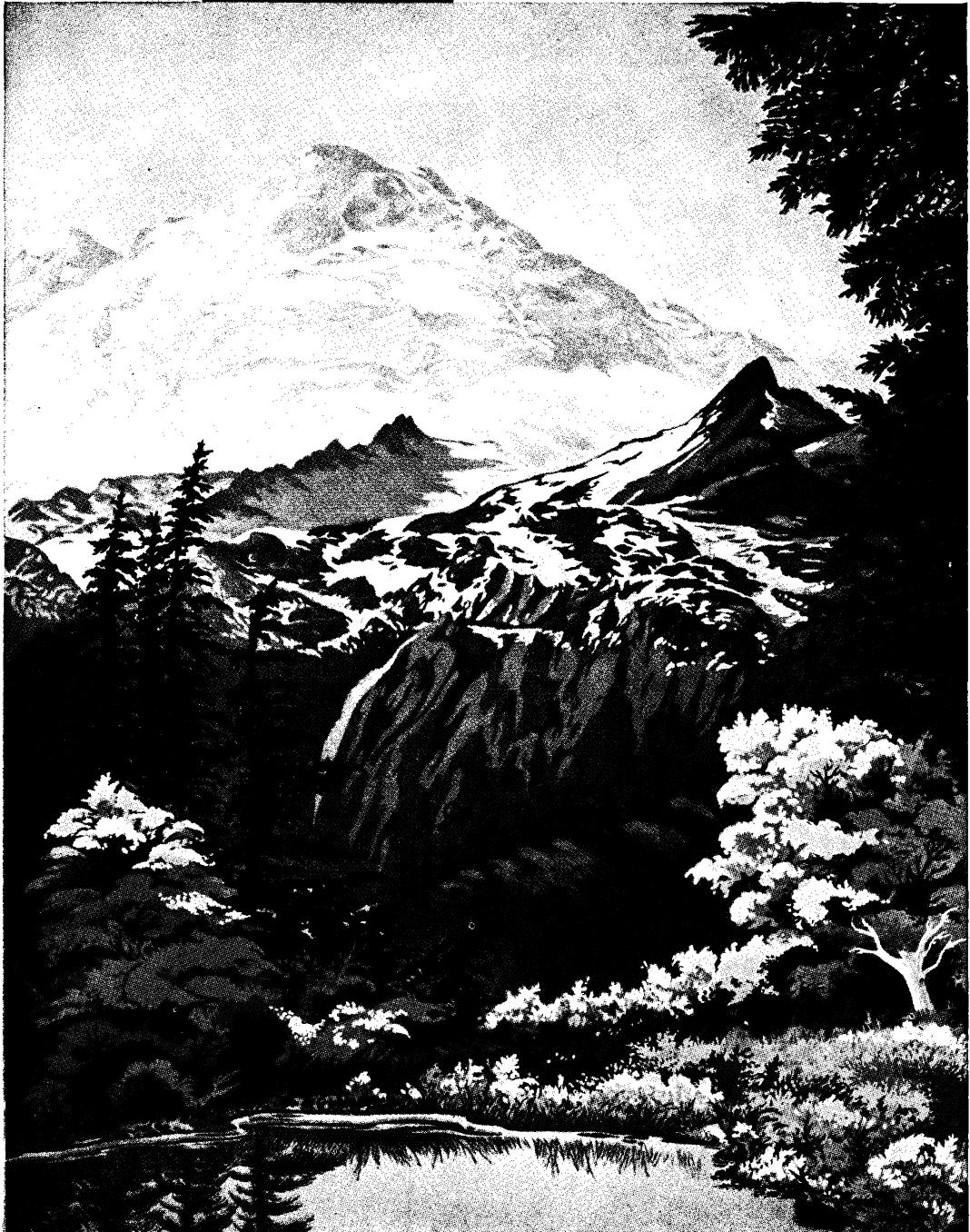
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References: 1. Dixon, H. H., and others: *West. J. Surg.* 62:338 (June) 1954. • 2. Jones, C. H.: (in press).
• 3. Watkins, A. L.: *New England J. Med.* 248:621 (April 9) 1953. • 4. Aldes, J. H.: *Bull. Biol. Sciences Foundation* 1:4 (April) 1954.

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TO PREVENT

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THE HIGH INCIDENCE of recurring cases following successful treatment is outstanding in vaginal trichomoniasis. "Reinfection is annoyingly frequent."¹ Donald observed that in 219 cases "... there was a history of previous attacks in 73 (33%)."²

Trichomonads in husbands—Draper says: "The presence of trichomonads in the male genitourinary tract should always be suspected in the husband of a woman who is repeatedly reinfected."³ Bernstine and Rakoff,⁴ and Lanceley and McEntegart,⁵ make similar statements. Drummond⁶ reported 80 per cent of husbands of infected wives harbored trichomonads. Karnaky found the parasite in the urethra and prostate or under the prepuce of 38 among 150 husbands with infected wives.⁷

Carrier cases—Usually the husband re-infects the wife unknowingly. Males harboring trichomonads may be free from symptoms.^{5,6,7-10} Even chronic male infections may produce symptoms so mild, "... no pain or discomfort,"⁹ that they are not detected until relapses occur in the successfully treated wife.^{3,4}

Protection for wives—To prevent re-infection in the wife, Karnaky advises "... the husband should wear a condom at coitus for four to nine months, during which time these trichomonads will usually die out of their own accord."¹¹ Draper,³ Bernstine and Rakoff,⁴ and Davis¹² also advise use of the condom to protect the wife of the infected husband.

When treating the wife, explain the role of the husband in trichomoniasis and his part in eliminating her infection. To save your time and make explanation easier, we have prepared a booklet for your patients, "HOW THE HUSBAND CAN HELP." Copies available upon request.

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Treatment for vaginal trichomoniasis—Select a trichomonacide that you are sure can eliminate trichomonads from the vaginal wall. Better than 90 per cent apparent cures have been obtained with VAGISEC[®] liquid using the Davis technique.^{†12} VAGISEC liquid (originally "Carlendacide") actually explodes trichomonads within 15 seconds after douche contact.¹³ Also prescribe VAGISEC jelly for home therapy.

References: 1. Upton, J. R.: West. J. Surg. 60:222 (May) 1952. 2. Donald, I.: Brit. M. J. 2:1223 (Dec. 6) 1952. 3. Draper, J. W.: Internat. Rec. Med. 168:563 (Sept.) 1955. 4. Bernstine, J. B., and Rakoff, A. E.: Vaginal Infections, Infestations and Discharges, New York, The Blakiston Co., 1953. 5. Lanceley, F., and McEntegart, M. G.: Lancet 1:668 (Apr. 14) 1953. 6. Drummond, A. C.: Am. J. Surg. 31:98 (Jan.) 1936. 7. Karnaky, K. J.: Urol. & Cutan. Rev. 48:812 (Nov.) 1938. 8. Freed, C. F.: South African M. J. 22:223 (Mar. 27) 1948. 9. Sorel, C.: Mod. Med. 21:166 (Apr. 1) 1953. 10. Lanceley, F.: Brit. J. Ven. Dis. 29:213 (Dec.) 1953. 11. Karnaky, K. J.: J.A.M.A. 155:876 (June 26) 1954. 12. Davis, C. H.: West. J. Surg. 63:53 (Feb.) 1955. 13. Davis, C. H.: J.A.M.A. 157:126 (Jan. 8) 1955.

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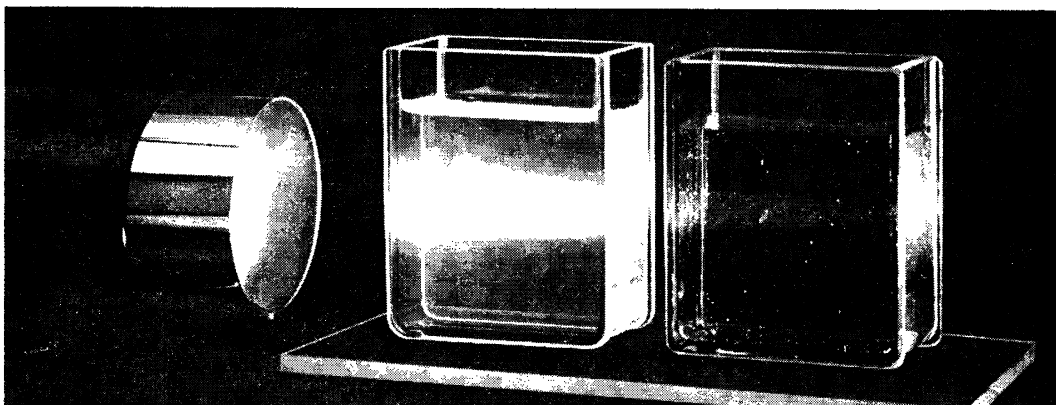
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Bibliography: 1. West, E. S., and Todd, W. R.: Textbook of Biochemistry, New York, The Macmillan Company, 1952, p. 184. • 2. Drill, V. A.: Pharmacology in Medicine, New York, McGraw-Hill Book Company, Inc., 1954, p. 64/6. • 3. Ahrens, E. H., Jr., and Kunkel, H. G.: J. Exper. Med. 90:409 (Nov. 1) 1949.

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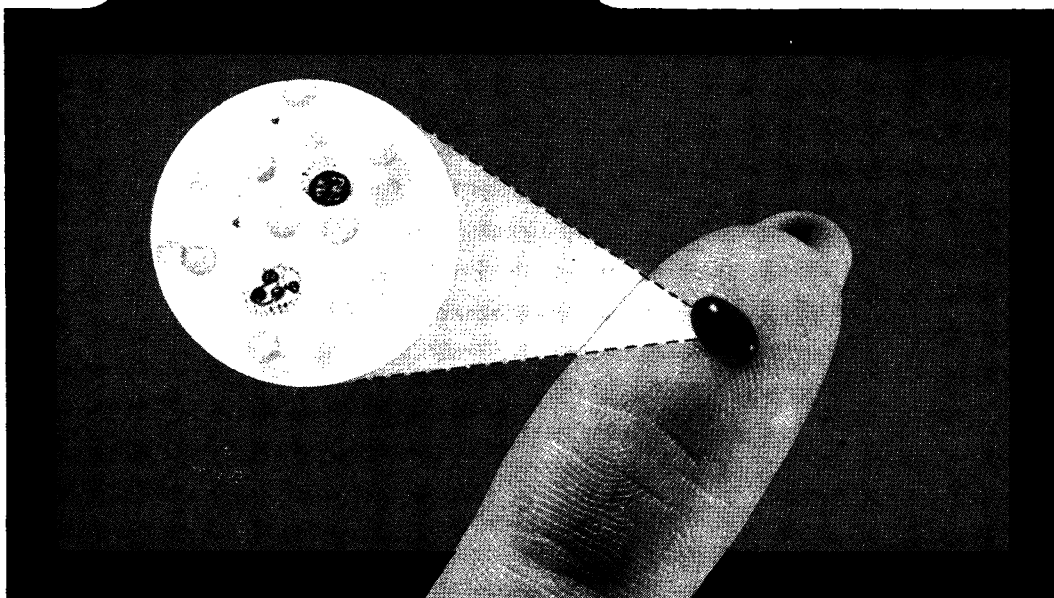
URGENT NEED FOR RESIDENT PHYSICIAN, Ahwahnee Sanatorium
near Yosemite National Park. High standards of diagnosis and ther-
apy. No tuberculosis experience required of recent graduate. California
license. Salary open. Complete maintenance for self and family which
is income tax free. Write Medical Director, Ahwahnee Sanatorium,
Ahwahnee, California.

(Continued on Page 96)

For your convenience . . . arrange now for
hotel accommodations

C.M.A. ANNUAL MEETING, Los Angeles—April 29-May 2, 1956

Reservation forms, Advertising Section, Page 92



new!

for better patient
response... use the
latest development
in antianemia therapy

ARMATRINSIC

- with new ferrous betaine hydrochloride... releases hydrochloric acid, important for proper iron absorption
- provides complete therapy for all treatable anemias

AND WHEN A LIQUID HEMATINIC IS PREFERRED
PRESCRIBE **ARMATINIC® Liquid**
FOR A FAST START AND VIGOROUS IMPROVEMENT

Bottles of 8 and 16 fl.oz.



THE ARMOUR LABORATORIES

A DIVISION OF ARMOUR AND COMPANY • KANKAKEE, ILLINOIS

Just 1 Armatrinic capsule b.i.d. supplies:

Vitamin B₁₂ with Intrinsic factor
Concentrate*.....1 U.S.P. Unit (Oral)
Liver Fraction 2 N.F. with Duodenum
(Containing Intrinsic factor)... 100 mg.
Vitamin B₁₂ Activity concentrate... 10 mcg.
Ferrous Betainate HCl equivalent to:
100 mg. of Elemental Iron
18 cc. of N/10 HCl..... 666 mg.
Folic acid..... 1.4 mg.
Ascorbic acid U.S.P..... 100 mg.
Cobalt Chloride..... 20 mg.
Molybdenum..... 1.5 mg.
Copper..... 0.50 mg.
Manganese..... 0.50 mg.
Zinc..... 0.50 mg.

*Unitage established before compounding

Adults: 2 or 3 capsules daily with meals
Bottles of 50 capsules (small, attractive,
odorless)

Each fluidounce contains:

Liver Fraction 1 (Clarified).. 1.25 gm.
Ferric Ammonium Citrate
U.S.P. 1.30 gm.
Folic Acid 2.0 mg.
Crystamine* 20.0 mcg.
Alcohol 12%

*The Armour Laboratories Brand of
Crystalline Vitamin B₁₂.

“Loose Stools” the most frequent problem in infancy

Arobon[®]

Loose stools in infancy pose a common but vexing problem for every pediatrician and every mother. Symptoms may not reach the stage of watery diarrhea, yet may lead to a wide variety of annoying side effects. Loose stools may be readily controlled by Arobon without resorting to medications or drastic changes in formula.

Simply stir into the formula...pleasant tasting Arobon is not a drug...yet it is a most effective and safe antidiarrheal agent ...no contraindications.

In specific diarrheas Arobon checks symptoms quickly, before physiologic effects become dangerous. An excellent aid when antibiotics are called for.

Arobon is derived from specially processed carob flour high in naturally occurring lignin, hemicellulose and pectin. It provides 2.7 calories per gram.

Composition	Per cent
Lignin, hemicellulose, pectin.....	22.0
Starch.....	15.0
Crude fiber.....	3.0
Soluble carbohydrates.....	50.5
Protein.....	3.5
Fat.....	0.5
Minerals.....	2.0
Moisture.....	3.5



Nestlé — A time-honored name in the field of infant nutrition

THE NESTLÉ COMPANY, INC.
Professional Products Division
White Plains, New York

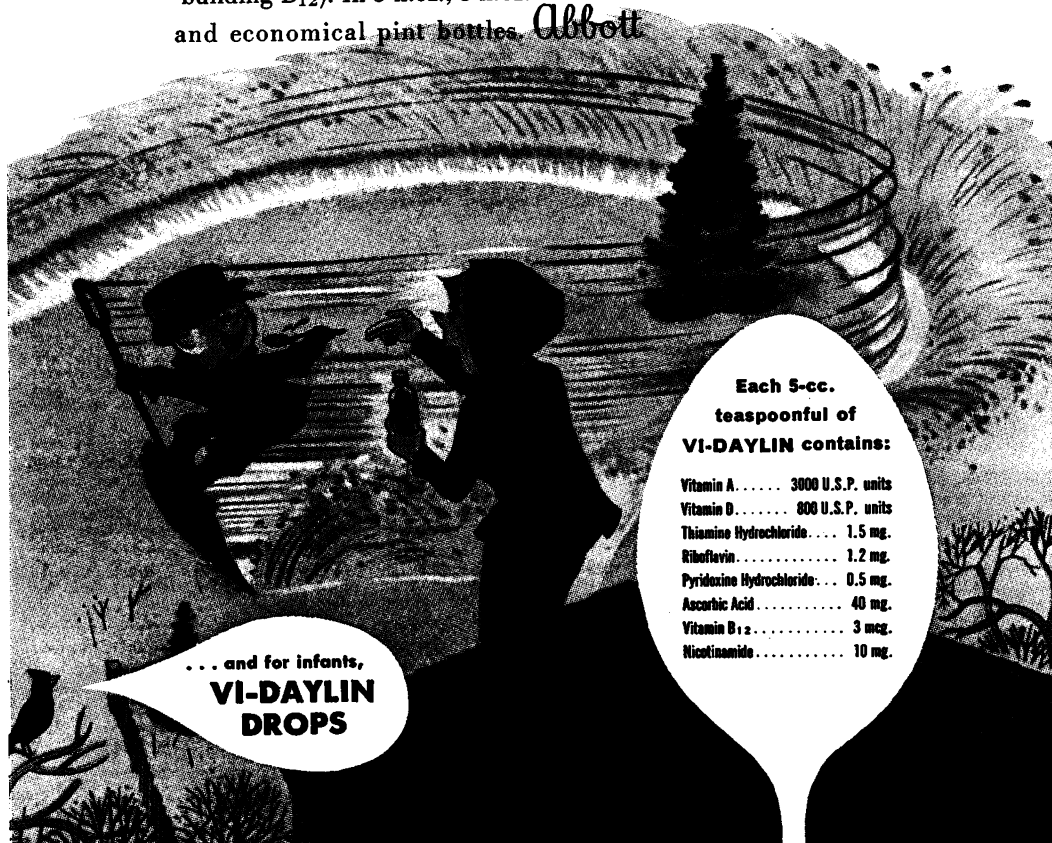
he's heard the call



for... **VI-DAYLIN[®]**

For *all* youngsters, VI-DAYLIN's a honey-colored treat with a citrus aroma and delicious lemon candy flavor. To mothers, it means no refrigeration, no-pre-mixing, no coaxing at vitamin time.

And physicians know VI-DAYLIN as the nutritional formula for growing children . . . a one-a-day teaspoonful of *eight* essential vitamins (including 3 mcg. of body-building B₁₂). In 3-fl.oz., 8-fl.oz. and economical pint bottles. *Abbott*



**Each 5-cc.
teaspoonful of
VI-DAYLIN contains:**

Vitamin A	3000 U.S.P. units
Vitamin D	800 U.S.P. units
Thiamine Hydrochloride	1.5 mg.
Riboflavin	1.2 mg.
Pyridoxine Hydrochloride . . .	0.5 mg.
Ascorbic Acid	40 mg.
Vitamin B ₁₂	3 mcg.
Nicotinamide	10 mg.

**... and for infants,
VI-DAYLIN
DROPS**

if your patients remember this...



...they may need **NEOBON** ^{*}*now*

new **NEOBON** contains 4 factors plus 1...
for those over 41

Gonadal Hormone Replacement

Balanced combination of ethinyl estradiol and methyltestosterone

Hematinic Component

Iron plus 7 other hematopoietic factors

Digestant Enzyme Replacement

Helps insure adequate digestion

Nutritional Supplement

9 important minerals, plus essential vitamins

and the exclusive "PLUS 1" FACTOR

Protein Improvement

With lysine, essential amino acid commonly lacking in geriatric diets

Supplied: Bottles of 60 soft, soluble capsules.

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LITERATURE? WRITE



CHICAGO 11, ILLINOIS

3 NEOBON CAPSULES (ONE DAILY DOSE) PROVIDE:

Methyl Testosterone	3.0 mg.	Cobalt (from Cobaltous Sulfate)	0.1 mg.	Pyridoxine Hydrochloride (Vitamin B ₆)	1.5 mg.
Ethinyl Estradiol	0.018 mg.	Copper (from Cupric Sulfate)	1 mg.	Niacinamide	150 mg.
Glutamic Acid	90 mg.	Vitamin A (Palmitate)	6,000 U.S.P. Units	Manganese (from Manganous Sulfate)	1 mg.
Pancreatic Substance*	150 mg.	Vitamin D (Irradiated Ergosterol)	600 U.S.P. Units	Magnesium (from Magnesium Sulfate)	6 mg.
Liver-Stomach Substance†	300 mg.	Vitamin E (as Tocopheryl Acetate)	15 I.U.	Iodine (from Potassium Iodide)	0.15 mg.
Iron (from Ferrous Gluconate) ..	10.2 mg.	Calcium Pantothenate	15 mg.	Potassium (from Potassium Sulfate)	5 mg.
Folic Acid	0.3 mg.	Thiamine Mononitrate (Vitamin B ₁)	1.5 mg.	Zinc (from Zinc Sulfate)	1.2 mg.
Ascorbic Acid (Vitamin C)	150 mg.	Riboflavin (Vitamin B ₂)	1.5 mg.	Rutin	15 mg.
Vitamin B ₁₂ (Oral Concentrate)	3 mcg.			1-Lysine	150 mg.
Molybdenum (from Sodium Molybdate)	2 mg.				

*Enzymatically active defatted material obtained from 750 mg. of whole fresh pancreas.

†Enzymatically active defatted material obtained from 1,500 mg. of whole fresh liver and stomach.

Dosage: For optimal effect, one Neobon capsule, three times daily, with meals. Supplied: in bottles of 60 soft, soluble capsules.



*Verse by
RICHARD ARMOUR
Illustrations by
LEO HERSHFIELD

IGNORANCE ISN'T BLISS*

There is an awful, quite unlawful,
Violent and dread ache
That should have fame and Latin name
And yet is called "a headache."

The victim thinks his head's in kinks,
Or, from the inner clamor,
Some hidden sprite with all his might
Is banging with a hammer.

He seems to feel that rods of steel
Are thrusting through his cranium.
In state so vile, he couldn't smile
To hear he'd struck uranium.

Poor soul is he who hopelessly
Is sick as hell with migraine
(And pity, too, this person who
Must not have heard of Wigraine.)



WIGRAINE®

A fast-acting, complete treatment for the migraine attack, Wigraine tablets each contain 1.0 mg. ergotamine tartrate and 100.0 mg. caffeine to abort head pain; 0.1 mg. belladonna alkaloids to alleviate nausea and vomiting; and 130.0 mg. acetophenetidin to relieve residual occipital muscle pain. The tablets disintegrate in seconds, and are available foil-stripped in boxes of 20.

Organon INC. • ORANGE, N. J.



PATIENTS STAY ON
THE JOB... COMFORTABLY

in URINARY DISTRESS

Pyridium®
(Brand of Phenylazo-diamino-pyridine HCl)

provides gratifying relief in a matter of minutes

Painful symptoms impel the patient with acute or chronic pyelonephritis, cystitis, urethritis or prostatitis to seek your aid. In the interval before antibiotics, sulfonamides or other antibacterial measures can become effective, the nontoxic, compatible, analgesic action of PYRIDIUM brings prompt relief from urgency, frequency, dysuria, nocturia or spasm. At the same time, PYRIDIUM imparts an orange-red color to the urine which reassures the patient. Used alone or in combination with antibacterial agents, PYRIDIUM may

be readily adjusted to each patient by individualized dosage of the total therapy.

SUPPLIED: In 0.1 Gm. (1½ gr.) tablets in vials of 12 and bottles of 50, 500, and 1,000.

PYRIDIUM is the registered trade-mark of Nepera Chemical Co., Inc., for its brand of phenylazo-diamino-pyridine HCl. Sharp & Dohme, Division of Merck & Co., Inc., sole distributor in the United States.

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WHY SENSITIZE

in topical and ophthalmic infections

USE 'POLYSPORIN'[®]

POLYMYXIN B—BACITRACIN OINTMENT brand

*to insure broad-spectrum therapy
with minimum allergenicity*

For topical use: in ½ oz. and 1 oz. tubes.

For ophthalmic use: in ¼ oz. tubes.



BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, N. Y.

HARD-TO-KILL TRICHOMONADS

EXPLODE

WITHIN 15 SECONDS' CONTACT
WITH VAGISEC LIQUID

WITH THE Davis technique,[†] using VAGISEC® liquid and jelly, flare-ups of vaginal trichomoniasis rarely occur. VAGISEC liquid actually explodes trichomonads within 15 seconds after douche contact.¹ Better than 90 per cent apparent cures follow use of this new trichomonacide,² developed as "Carlendacide" by Dr. Carl Henry Davis, noted gynecologist and author, and C. G. Grand, research physiologist.³

No trichomonad escapes — The fast triple action of VAGISEC liquid dooms the trichomonad. Three surface-acting agents combine in synergistic attack,¹ to weaken the cell membrane, to remove waxes and lipid materials from the membrane surface, and to denature the protein. With its cell wall destroyed, the parasite imbibes water, swells and explodes. All this occurs within 15 seconds. Only scattered fragments remain.

No other agent or combination of agents kills the trichomonad in this specific fashion or with the *speed* of VAGISEC liquid.³ When the patient uses VAGISEC jelly as well — the recommended routine — these good effects continue indefinitely.⁴

Reaches hidden trichomonads — Unlike many agents, VAGISEC liquid thoroughly penetrates and dissolves the cellular debris and mucoid material lining the vaginal surface.³ It reaches hidden trichomonads — often the cause of treatment failure — as well as parasites swimming freely in the canal.

The Davis technique — Office therapy with VAGISEC liquid is combined with home treatment. Both liquid and jelly are prescribed.

OFFICE TREATMENT — *Wipe vaginal walls dry with cotton balls, then wash thoroughly for about three minutes with a 1:250 dilution of VAGISEC liquid. Remove excess fluid with cotton balls. Dr. Davis recommends three treatments the first week, two the second and one the third.*

HOME TREATMENT — *Patient douches with VAGISEC liquid at night and inserts VAGISEC jelly every morning except on office treatment days, through two menstrual periods. Douching is contra-indicated for pregnant women.*

Husband re-infects wife — Since "trichomonads may be passed from the infected male to the uninfected partner during coitus,"⁵ prevent re-infection by recommending the use of condoms. Specify RAMSES®, the finest possible rubber prophylactic, transparent, very thin yet strong; or XXXX (FOUREX)® skins, of natural animal membrane — pre-moistened. Your prescription of one of these brands insures the protection afforded by Schmid quality condoms and assures full acceptance of your regimen. At all pharmacies.

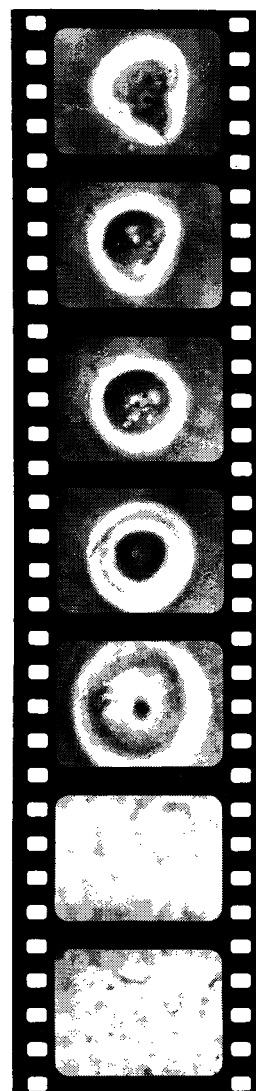
JULIUS SCHMID, INC.
gynecological division

423 West 55th St., New York 19, N. Y.

Active ingredients in VAGISEC liquid: Polyoxyethylene nonyl phenol, Sodium ethylene diamine tetra-acetate, Sodium dioctyl sulfosuccinate. In addition, VAGISEC jelly contains Boric acid, Alcohol, 5% by weight.

VAGISEC, RAMSES and XXXX (FOUREX) are registered trade-marks of Julius Schmid, Inc.

†Pat. App. for



Top to bottom:

- 2 sec. CONTACTS
- 4 sec. COMPLEXES
- 6 sec. DISSOLVES
- 8 sec. DENATURES
- 10 sec. SWELLS
- 15 sec. EXPLODES
- 16 sec. SCATTERS

References: 1. Davis, C. H.: J.A.M.A. 157:126 (Jan. 8) 1955. 2. Davis, C. H.: West. J. Surg. 63:53 (Feb.) 1955. 3. Davis, C. H., and Grand, C. G.: Am. Jour. Obst. & Gynec. 68:559 (Aug.) 1954. 4. Davis, C. H. (Ed.): Gynecology and Obstetrics (revision), Hagerstown, Md., W. F. Prior, 1955, vol. 3, chap. 7, pp. 23-33. 5. Draper, J. W.: Internat. Rec. Med. 168:563 (Sept.) 1955.

RHINALGAN®

NASAL DECONGESTANT

Uniformly

Safe!

FOR

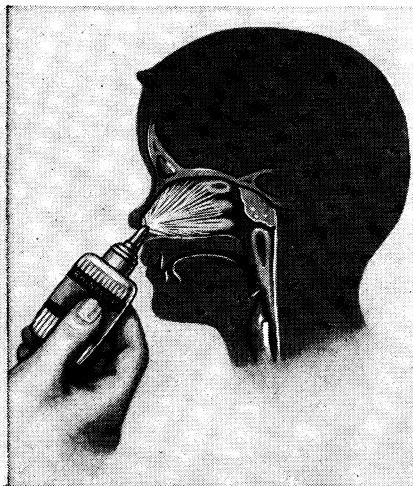
INFANTS • CHILDREN
ADULTS AND AGED

DOES **NOT** CONTAIN ANY ANTIBIOTIC

Does not affect
BLOODPRESSURE
RESPIRATION
CENTRAL NERVOUS SYSTEM
ENTIRELY *Safe!* in
CARDIAC—DIABETIC
PREGNANCY—THYROID
AND HYPERTENSION CASES

Authoritative Proof sent on request.

COMPLETELY FREE OF SIDE-EFFECTS...
no cumulative action...no overdosage
problem...non-toxic.



For *Safety!* USE RHINALGAN

**NOW Modified Formula assures
PLEASANT, PALATABLE TASTE!**

FORMULA: Desoxyephedrine 0.22%; Antipyrine 0.28% w/v in an isotonic aqueous solution with 0.02% Laurylamine Saccharinate. pH 6.4 ± 0.1 . Stable. Will not discolor or otherwise deteriorate. All sweetness entirely eliminated.

Reference to RHINALGAN:

1. Van Alyea, O. E., and Donnelly, W. A.: E.E.N.&T. Monthly, 31, Sept. 1952.
2. Fox, S. L.: AMA Arch. Otolaryn., 53, 607-609, 1951.
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4. Lett, J. E., (Lt. Col. MC-USAF) Research Report, Dept. Otolaryn., USAF School Aviat. Med., 1952.
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7. Kugelmass, I. Newton: Handbook of the Common Acute Infectious Diseases, 1949.



“Hold your fire, Doctor...we can save him!”

TWO NEW BOYLE FORMULAS FOR THE COMMON COLD

CITRA COLD CAPSULES

CITRA COLD CAPSULES contain Hesperidin and Vitamin C to aid in restoring and maintaining capillary integrity, an important weapon in the control of colds. (See bibliography below)

CITRA COLD CAPSULES also contain phenylephrine hydrochloride to assist in clearing the nasal and bronchial tracts; triple anti-histamine in divided dosages to reduce undesirable side effects without reducing anti-histamine effectiveness; and a "so-called" APC group for powerful analgesic effect.

Each Citra capsule contains:

<i>Hesperidin, Purified (Citrus Bioflavonoid)</i>	50.0 mg.	<i>Methapyrilene Hydrochloride</i>	8.33 mg.
<i>Vitamin C</i>	50.0 mg.	<i>Pyrilamine Maleate</i>	8.33 mg.
<i>Phenylephrine Hydrochloride</i>	5.0 mg.	<i>Salicylamide</i>	200.0 mg.
<i>Prophepyridamine Maleate</i> .	6.25 mg.	<i>Acetophenetidin</i>	120.0 mg.
		<i>Caffeine</i>	30.0 mg.

CITRA COUGH SYRUP

For antitussive and analgesic effect, this formula contains non-constipating dihydrocodeinone bitartrate; soluble Hesperidin methyl chalcone in combination with vitamin C to maintain capillary integrity and resist the spread of infection; phenylephrine hydrochloride as a soothing decongestant; multiple anti-histamines for effective anti-histamine action with fewer side effects; and potassium citrate, a sodium free salt for sedative expectorant action.

Each 5 c.c. (1 teaspoonful) contains:

<i>Dihydrocodeinone Bitartrate</i> .	1.66 mg.	<i>Vitamin C</i>	30.0 mg.
<i>Hesperidin Methyl Chalcone (Citrus Bioflavonoid)</i>	8.33 mg.	<i>Prophepyridamine Maleate</i>	2.5 mg.
<i>Phenylephrine Hydrochloride</i>	2.5 mg.	<i>Pyrilamine Maleate</i>	3.33 mg.
		<i>Potassium Citrate</i>	150.0 mg.

In a flavored syrup base. Alcohol 2% — Exempt Narcotic.

Both Citra formulas available at all prescription pharmacies. Citra Cold Capsules packed in bottles of 100 and 1000. Citra Cough Syrup in pints and gallons.

BIBLIOGRAPHY:

- Steinberg, Harry; Use of Double Antihistamine in the treatment of Allergies, *Annals of Allergy*; 13:183, 1955.
- Eddy, N. B. and Reid, N. G.; *Journal Pharmacology and Experimental Therapeutics*, 52:468, 1934.
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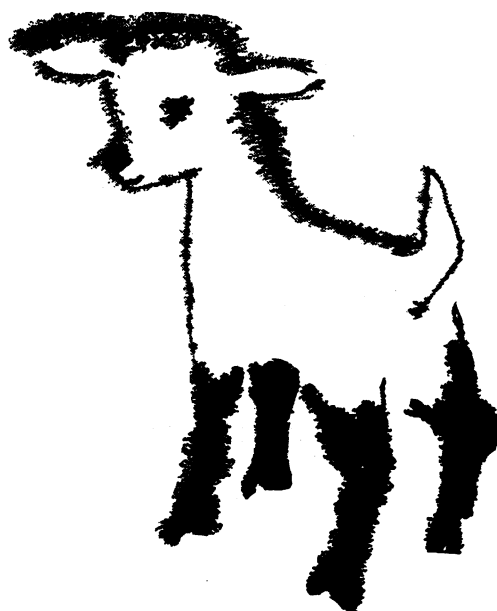
BOYLE & COMPANY Bell Gardens, California

Gentle

is the word
for Noludar

Mild, yet positive in
action, Noludar 'Roche'
is especially suited
for the tense patient
who needs to relax
and remain clear-headed
—or for the insomniac
who wants a refreshing
night's sleep without
hangover. Not a
barbiturate, not habit-
forming. Tablets,
50 and 200 mg; elixir,
50 mg per teasp.

Noludar® brand of methyprylon
(3,3-diethyl-5-methyl-
2,4-piperidinedione)



Original Research in
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IT'S JUST NATURALLY RICH IN B VITAMINS

GALEN "B"®

from natural

All the factors of B complex occurring in rice bran—plus added calcium pantothenate and riboflavin in exceptionally pleasant-tasting forms to suit even the most "taste-conscious" patients—

GALEN "B"®—each fluid ounce contains not less than: Thiamine 4.5 mg.; Riboflavin 4.5 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 225.0 mg.; Choline 300.0 mg.; Biotin 0.03 mg., plus all other factors of the B complex group natural to rice bran.

ELIXIR GALEN "B"® FORTIFIED—each fluid ounce contains not less than: Thiamine 10.0 mg.; Riboflavin 5.0 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 112.0 mg.; Choline 150.0 mg.; Biotin 0.015 mg.; Iron (as iron and ammonium citrate) 32.0 mg.; Manganese (as manganese citrate) 16.0 mg., plus all other factors of the B complex group natural to rice bran.

GALEN® MULTIVITAMIN TABLETS—two tablets contain: Vitamin A 5000 U.S.P. units; Vitamin D 800 U.S.P. units; Ascorbic acid 100 mg.; Thiamine 5 mg.; Riboflavin 4 mg.; Niacinamide 30 mg.; Pyridoxine 1 mg.; Calcium pantothenate 5 mg.; Vitamin E 2 mg.; Iron 15 mg.; Manganese 6 mg.; Iodine 0.1 mg.; Copper 1 mg.; Calcium 200 mg.; Phosphorus 150 mg.

Rare-Galen Division of White Laboratories, Inc., Kenilworth, N. J.

in ANGINA
PECTORIS
and STATUS
ANGINOSUS

Pentoxylon®

LONG-ACTING TABLETS CONTAINING PENTAERYTHRITOL TETRANITRATE (PETN) 10 MG. AND RAUWILOID® (ALSEROXYLON) 1 MG.

- Reduces incidence and severity of attacks
- Increases exercise tolerance
- Reduces tachycardia
- Reduces anxiety, allays apprehension
- Reduces nitroglycerin need
- Lowers blood pressure in hypertensives—not in normotensives
- Produces objective improvement demonstrable by ECG

Dosage: One to two tablets q.i.d.
before meals and on retiring.

No other single medication
can do so much for your
anginal patients



FOR PRENATAL SUPPLEMENTATION

YOU CAN CHOOSE BETWEEN THESE 2 EASY-TO-TAKE FORMULAS

alike...

yet different!

NEW

PF*

Mead

***phosphorus-free**

vitamin-mineral capsules

Mead prenatal vitamin-mineral capsules

One Natalins-PF capsule t.i.d. or 1 Natalins capsule t.i.d. supplies vitamin A 6000 units; vitamin D 600 units; ascorbic acid 100 mg.; thiamine 3 mg.; riboflavin 4.5 mg.; niacinamide 30 mg.; pyridoxine HCl 3 mg.; calcium pantothenate 3 mg.; folic acid 1 mg.; vitamin B₁₂ (crystalline) 1 mcg.; iron (from ferrous sulfate) 22 mg.

One Natalins-PF capsule t.i.d. supplies calcium carbonate to provide 450 mg. of phosphorus-free calcium. One Natalins capsule t.i.d. supplies veal bone ash to provide calcium 375 mg., and phosphorus 188 mg.

Here's the difference

**both alike
in patient acceptability**

**small size ...
easy to swallow**

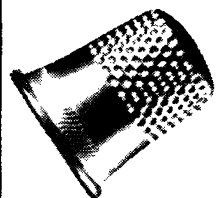
**small dosage ...
one capsule t.i.d.**

economical, too

MEAD

SYMBOL OF SERVICE TO THE PHYSICIAN

MEAD JOHNSON & COMPANY, EVANSVILLE, INDIANA, U. S. A.



“a thimbleful of dosage

for
a
handful
of
baby”



2.5 cc. Hypertussis eliminates massive dosage in whooping cough treatment or passive prevention. A crystal-clear homologous protein, 2.5 cc. Hypertussis contains the gamma globulin equivalent of 25 cc. of human hyper-immune serum. This specific anti-pertussis fraction is concentrated 10-fold to obviate the pain and inconvenience associated with massive dosage—giving you the advantage of

“a thimbleful of dosage for a handful of baby.”

Hypertussis will not interfere with the use of antibiotics where they may be indicated.

2.5 cc. Hypertussis is supplied in 2.5 cc. (one dose) vials, ready for immediate intramuscular injection.



For whooping cough prophylaxis and treatment specify

2.5cc. HYPERTUSSIS®
(anti-pertussis serum-human)